

DEPARTMENT OF THE NAVY  
Office of the Chief of Naval Operations  
Washington, DC 20350-2000

OPNAVINST 5290.1A  
OP-09BG  
27 April 1990

**OPNAV INSTRUCTION 5290.1A**

**From:** Chief of Naval Operations  
**To:** All Ships and Stations (less Marine Corps field addressees not having Navy personnel attached)

**Subj:** NAVAL IMAGING PROGRAM  
(NAVIMP) POLICY AND  
RESPONSIBILITIES

**Ref:** (a) SECNAVINST 5290.1B (NOTAL)  
(b) OPNAVINST 4000.84 (NOTAL)  
(c) OPNAVINST 4860.7B (NOTAL)  
(d) SECNAVINST 5212.5C  
(e) OPNAVINST 5430.48C (NOTAL)  
(f) OPNAVINST 5450.225A (NOTAL)

**Encl:** (1) Navy Visual Information  
Management and Operations  
Manual

**1. Purpose.** To implement reference (a), provide policy guidance and assign responsibilities for the NAVIMP. This instruction is a major revision and should be read in its entirety.

**2. Cancellation.** OPNAVINST 5290.1, DD-PA(Q)1620(5290), DD-PA(AR) 1115(5290) and OPNAV 5290-1.

**3. Background.** In 1984, the Naval Audiovisual Activities Program (NAVAP) was established with the goal of centralizing management, functions and support of Navy audiovisual activities as directed by Presidential management initiatives. Addressed herein is the subsequent change of the NAVAP to the NAVIMP, the realignment of functional responsibilities within the Navy resulting from the disestablishment of the Defense Audiovisual Agency, changes in terminology and associated definitions, and the separate publication of the Catalog of Navy and Marine Corps Visual Information Productions.

**4. Applicability and Scope.** This instruction applies to all Navy activities. The scope of Naval Imaging includes still and motion imagery, audio, graphic arts, visual aids, models, displays, visual presentation services, and the processes and resources that support them, and encompasses the Department of Defense (DoD) term "Visual Information (VI)." Emphasis is placed on controlling proliferation of facilities, equipment, manpower, products, productions and services through central management at all levels.

**5. Definitions.** See enclosure (1).

**6. Policy**

a. A VI management office (VIMO) shall be maintained at the headquarters level of each major command and activity.

b. Visual Information activities shall:

(1) Be authorized and managed under this instruction. They may be authorized for dedicated support to a particular activity or organization only if it is established clearly that an existing Visual Information Support Center (VISC) is not able to provide the needed support. When authorized by OP-09BG, the dedicated VI activity need not be collocated with the VISC.

(2) Be consolidated into as few activities as possible within each installation or metropolitan area. Where physical consolidation is not feasible or economical, these activities shall be managed centrally. Joint Visual Information Services (JVIS) may be managed separately.

(3) Be operated in the most cost-effective manner, and support all Department of Defense (DoD) organizations within a geographic area. Interservice, interdepartmental and interagency support shall be handled per reference (b). Such support may include VI



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documentation (VIDOC), production, product procurement, reproduction, records center operations, and services when the end result increases overall effectiveness or economy. Identifiable net additional costs for VI intraservice, interservice, interdepartmental and interagency services shall be accomplished on a reimbursable basis except for Joint Visual Information Service (JVIS) booking, distribution and records center research.

(4) Recover the full cost of such VI support per appropriate Comptroller of the Navy (NAVCOMPT) issuances, if industrially funded.

(5) Support non-U.S. Government requests, where possible, on a reimbursable basis.

(6) Be defined as Commercial Activities (CA) except for combat and combat support elements, per reference (c). Curtailment of commercial activities is proper to reestablish combat and combat support elements or rotational positions for support of Joint Staff war plans.

c. Visual Information resources shall be maintained to provide:

(1) Rapid deployment Combat Camera (COMCAM) teams to support military operations and emergencies, including documentation of force deployments and activities before, during, and after military engagements. COMCAM records are an important and often the only source of operational and technical information for decision making at all levels, historical documentation, public affairs and other purposes in the Navy mission.

(2) General purpose VI support that meets Navy requirements for VI documentation, production, distribution, records centers, and installation-level support.

(3) Dedicated VI support of such activities as medical, intelligence, and research, development, test, and evaluation (RDT&E).

(4) A training capability and career progression for Navy VI personnel.

(5) The military personnel required to support afloat and overseas commitments on a rotational basis.

d. Visual Information resources, facilities and production requirements common to other DoD components shall be coordinated to ensure optimum use.

e. Visual Information productions shall be:

(1) Used, when cost effective and applicable to support mission requirements.

(2) Identified as requirements in the Navy Annual VI Production Program which is aligned with the Five-Year Defense Program (FYDP).

(3) Evaluated to determine their effectiveness. The complexity and cost of the evaluation shall be in proportion to the cost and program impact of the production being evaluated.

(4) Managed throughout their existence and distributed to ensure legal, efficient, and cost effective use.

(5) If Interactive Video Disc (IVD) or associated hardware, compatible with the standard Video Graphics Array (VGA) family, Color Graphics Adapter (CGA) or Extended Graphic Adapter (EGA) at the read only memory and basic input/output system (ROM/BIOS) levels including off-the-shelf IVD productions and those provided under major systems acquisitions. Developments incorporating IVD shall be based on the MS/DOS or the LaserVision standard for optical video disc.

f. Original VI productions, products and associated administrative records shall be controlled throughout their life cycles and disposed of per reference (d).

g. Automated information systems that would duplicate the Defense Automated Visual Information System (DAVIS) shall not be developed without the approval of OP-09BG.

h. The DoD Still Media Records Center shall be operated and maintained for support of the DoD components, Federal Government and public requirements.

i. DoD Motion Media Records Center and DoD VI product distribution centers shall be supported and utilized.

j. Visual Information equipment shall be centrally managed.

k. Navy commands shall separately budget and account for VI support, except for VI equipment which is centrally managed, by following instructions issued by NAVCOMPT and the Navy Accounting and Finance Center.

l. Visual Information Equipment and Material Allowance Lists shall be maintained to ensure that:

(1) Lists consist of only those items of VI equipment essential to mission requirements.

(2) Lists do not include supply, maintenance, or pipeline requirements as an allowance or authorization.

(3) Introduction of nonstandard, commercial, off-the-shelf VI equipment into the Navy inventory is controlled.

(4) Latest standard and commercial VI equipment are listed by National Stock Number (NSN) (except for certain isolated instances where development equipment must be allowed).

(5) Equipment requirements that are above levels established in authorizations are reviewed prior to approval by OP-09BG.

m. Operational test and evaluation of commercial "off-the-shelf" VI equipment shall

be coordinated with OP-09BG to eliminate unnecessary duplication.

## **7. Responsibilities**

### **a. Chief of Naval Operations (CNO)**

(1) **Assistant Vice Chief of Naval Operations (OP-09B).** Serves as the senior Navy representative for VI activities; provides program policy, guidance, direction, planning and assessment for Navy VI; plans and programs for resources to fulfill these responsibilities and requirements; and serves as the primary advisor for the Photographer's Mate (PH) rating. Serves as Executive Agent for the operation of the DoD Still Media Records Center (See reference (e)).

(2) **Assistant for Visual Information (OP-09BG).** Advises and assists OP-09B in implementing the plans and policies for, and evaluating the effectiveness of, the NAVIMP. (See reference (e)).

(3) **Commander, Naval Imaging Command (COMNAVIMAGCOM).** Provides primary VI production, product and services support to the DON and, as required, other DoD components and Federal agencies. (See reference (f)).

**b. Major Commands.** Each major command shall:

(1) Maintain a VIMO to be responsible for all VI matters and implement all VI policy and procedures issued by OP-09B.

(2) Ensure a VIMO is maintained at subordinate commands and activities to administer and manage VI within the command.

(3) Recommend the establishment or deactivation of VI activities.

(4) Ensure the maintenance of VI Equipment and Material Allowance Lists for subordinate commands.

(5) Ensure proper and effective use of VI resources through annual reviews and periodic on-site inspections.

(6) Ensure review of VI productions for subject matter accuracy and policy compliance and provide validated VI production requirements to OP-09BG for the Navy Annual VI Production Program.

(7) Ensure compliance with appropriate COMNAVAIRSYSCOM directives for the management of VI equipment and material.

**c. Commander, Naval Air Systems Command (COMNAVAIRSYSCOM).** In addition to its responsibilities listed in paragraph 7b, COMNAVAIRSYSCOM shall also:

(1) Provide central management Navy-wide for VI equipment including item standardization, managing, cataloging, requirement determination, procurement direction and approval, distribution, logistics support, and scheduling for repair or disposal determination.

(2) Publish directives for the central management of VI equipment and material.

(3) Plan, budget, procure and provide technical coordination for VI equipment and material including:

(a) All single-service procurement items assigned to the Navy.

(b) Central management and technical coordination of all VI equipment and material (even if it is included in the single-department purchase assignment of the Defense General Supply Center (DGSC)).

(c) Military coordination for VI equipment and material for the Navy.

(d) Serve as the Engineering Support Activity for material in Federal Supply Group 6730/6750.

(4) Publish and maintain OP-09B approved VI Equipment and Material Allowance Lists for all commands and activities in the Navy.

(5) In coordination with major command VIMO's, conduct periodic field reviews of VI Equipment and Material Allowance Lists and frequent line-item reviews of VI equipment to ensure compliance with DoD and Navy policy, the updating of requirements, and to prevent perpetuation of obsolete, undesirable, or unnecessary VI equipment in the Navy inventory.

(6) As approved by OP-09B, coordinate and manage the test and evaluation (T&E) of VI equipment, material, techniques and systems for the design, installation and general suitability of equipment installation for ships, submarines, aircraft and authorized VI shore activities.

(a) Initiate and supervise procurement of materials for T&E of VI equipment, systems, material and techniques.

(b) Initiate, coordinate and supervise tests, experiments, and development projects at various naval laboratories and VISC for T&E of VI equipment, material and systems.

(c) Coordinate requirements submitted by commands and activities for new and improved VI equipment, material, techniques and systems and initiate further T&E as appropriate.

(d) Provide technical guidance for the design of facilities aboard ships and at shore activities.

(7) Prepare, review, evaluate, and approve specifications and standards for VI equipment, material and systems.

(8) Direct preparation of and review and approve technical publications, manuals and operating instructions for VI equipment, material, techniques and systems.

(9) Review, evaluate and approve specifications and standards (exclusive of items related to diver safety) for underwater still, motion picture and video camera recording equipment and related systems.

d. **Staff VI Officers and Managers.** See enclosure (1).

## 8. Exclusions

a. The following types and uses of VI are excluded from all provisions of this instruction:

(1) Photomechanical reproduction, cartography, x-ray, microfilm and microfiche production.

(2) Command and control information displayed in conjunction with weapon systems.

(3) Visual Information collected exclusively for surveillance, reconnaissance, intelligence, or equipment integrated in an reconnaissance-collecting vehicle.

(4) Visual Information productions on the technical, procedural, or management aspects of Navy and DoD cryptological operations.

(5) Facilities, services, and products operated or maintained by Navy Broadcast Service under SECNAVINST 1700.10C, including "Navy News This Week".

(6) Visual Information commercial entertainment productions and equipment acquired and distributed by the Navy Motion Picture Service.

(7) Visual Information equipment embedded in non-VI systems. The term "embedded" refers to VI equipment which is specifically designed to serve a dedicated or special purpose or function within a non-VI system. The VI equipment cannot be physically separated or operated to perform a VI function outside the non-VI system. This VI equipment is managed as part of that non-VI system.

(8) Equipment of a VI nature acquired with non-appropriated funds.

(9) Individual VI activities and their equipment, products, and services funded by research, development, test and evaluation (RDT&E) and used solely to support programmed research mission activities.

b. If VI products excluded in subsections 9a(1) through 9a(4) and (9) are used in producing a subsequent VI production, such production shall be subject to all provisions of this instruction. VI products excluded from the provisions of this instruction are not excluded from forwarding records following reference (d).

c. Although standard equipment management practices apply to all Navy equipment, the specific provisions of this instruction do not apply to certain types or uses of VI equipment. Such equipment is also not centrally managed by COMNAVAIRSYSCOM:

(1) Timing and synchronization apparatus related to instrumentation recording.

(2) Visual Information equipment procured by and for Navy Broadcast Service and "Navy News This Week".

(3) Radiographic equipment (industrial, medical and dental x-rays).

(4) Visual Information equipment used by administrative and security offices only for identification (ID) purposes.

(5) Office-related support equipment including: word processing equipment; transcribing and intercom equipment; telephone answering devices; xerographic equipment; and microform production and using (viewing and printing) equipment.

(6) Surveillance and monitoring systems including closed-circuit television (CCTV) used for security, safety inspection, testing and medical life-supporting purposes.

(7) Audio addressing or paging systems.

(8) Visual Information equipment dedicated to the Pilot Landing Assist Training (PLAT) System, secure flight crew briefing systems, and meteorological information systems.

(9) Historical VI equipment preserved by museums.

(10) Photomechanical reproduction equipment (lithographic) and graphic arts equipment is used only for the production of illustrations, graphs, or charts produced for the sole purpose of printing in a publication through a lithographic process. Equipment which supports both printing and graphic arts is not excluded.

**9. Action.** All Navy activities shall immediately implement this instruction.

**10. Reports and Forms.** See Appendix B of enclosure (1).

R. C. JONES

Assistant Vice Chief of Naval Operations

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**OPNAVINST 5290.1A**

**27 APR 1990**

**NAVY VISUAL INFORMATION  
MANAGEMENT AND OPERATIONS  
MANUAL**

**Enclosure (1)**

27 APR 1990

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RECORD OF CHANGES

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**CROSS-REFERENCE SHEET**

**From:** Chief of Naval Operations  
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**Subj:** Management and Operation of Navy Visual Information  
Activities

1. The subject instruction is filed/stored in the following  
area:

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**THIS CROSS-REFERENCE SHEET IS TO BE FILED IN THE OPNAVINST  
BINDER WITH SERIES 5000.**

## CHAPTER 1 THE ROLE OF NAVAL VISUAL INFORMATION, ACTIVITIES AND PERSONNEL

### SECTION A - ROLE

**1-1 The Role of Naval Visual Information (VI).** The role of Naval VI is to provide support through photographic, electronic and electro-optical means, to the Navy for the attainment of naval and national objectives.

a. Visual Information resources shall be maintained by the Navy to provide:

(1) Rapid deployment Combat Camera (COMCAM) teams to support military operations and emergencies, including documentation of force deployments and activities before, during, and after military engagements;

(2) General purpose VI support that meets Navy requirements for VI documentation, production, distribution, records centers, and installation-level support;

(3) Dedicated VI support of such activities as medical; intelligence; reconnaissance and surveillance; and research, development, test, and evaluation (RDT&E);

(4) A training capability and career progression for Navy VI personnel;

(5) The VI personnel required to support afloat and overseas commitments on a rotational basis.

b. The primary areas of responsibility are:

(1) Visual Information Documentation (VIDOC) which includes COMCAM Documentation, Operational Documentation (OPDOC), Technical Documentation (TECDOC) and sub-functions using video, motion picture, still photographic, audio and other VI systems;

(2) Audiovisual (AV) production in support of Navy operations, training and other functions;

(3) Support of DoD VI Records Centers;

(4) Ship/Shore VI Support Centers (VISC) which include: video, still photographic laboratory, graphics (including computer graphics for VI purposes), VI library, presentation services, and other VI services needed at base level;

(5) Dedicated VI mission functions in support of specific Navy mission requirements including video teleconferencing (VTC), interactive video disc (IVD) and other visually based systems.

**1-2 Priorities.** Guidelines for the management of VI resources must emphasize full combat and warfare-related operational documentation over all other VI support services. Relative priorities for providing VI services are to be utilized where budget, manpower or equipment/facility limitations preclude allocation of resources to meet all mission requirements.

### SECTION B - VI ACTIVITIES

**1-3 Types of Navy VI Activities.** All Navy VI activities must meet specific requirements and are categorized according to Table 1-1. In specific cases, VI activities may be authorized detachments to provide specialized support.

#### 1-4 Approval of VI Activity Starts or Changes

a. Requests for establishing or modifying VI activities must be supported by a published mission and function statement, a completed Navy Visual Information Activity Request/Authorization, OPNAV 5290/3 (available from OP-09BG), and a proposed VI Equipment and Material Allowance List per appropriate COMNAVAIRSYS-COM directives. Criteria for approval of afloat activities shall be based on designs and modifications that have been approved and coordinated by the Commander, Naval Sea Systems Command (COMNAVSEASYS-COM). All requests must be endorsed by the VIMO and forwarded to

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COMNAVAIRSYSCOM prior to forwarding to OP-09BG for approval.

b. Expansion or new starts of VI activities must be approved by the Assistant Secretary of Defense (Public Affairs) (ASD(PA)) or OP-443 in coordination with OP-09BG when conditions meet the criteria set forth in reference (b).

#### 1-5 Identification of Authorized Activities by Department of Defense Visual Information Authorization Number (DVIAN)

a. A permanent identification number, a DVIAN, is assigned by OP-09BG to each authorized Navy VI activity. The DVIAN replaces the obsolete term "DODAVAN". The DVIAN is used on all correspondence, reports and VI products and productions to identify the originating VI activity. Navy DVIAN's are composed of five digits as follows:

(1) The letter N, to signify Navy;

(2) A two-position code to identify each major command or activity;

(3) A two-position code to identify an individual Navy VI activity. An example of a DVIAN is N0123.

b. Navy Video Teleconferencing (VTC) activities are identified by a special DVIAN assigned by OP-09BG.

c. A DVIAN, and its associated reporting requirements, can be disestablished by notifying OP-09BG in writing, via the appropriate Visual Information Management Office (VIMO), when:

(1) The activity or one of its functions is no longer required and has VI resources assigned to it.

(2) The VI activity will be consolidated with other VI activities; or

(3) The VI activity is not considered to be cost effective.

#### 1-6 Use of VI Facilities, Equipment and Material

a. Government still, graphic, audio and motion media duplicating equipment and

appropriated funded playback equipment may not be used for reproduction of copyrighted VI products.

b. VI professional production equipment may not be provided to, or used by, non-VI personnel. (See paragraph 1-9). This policy does not apply to:

(1) Fleet operational aviation, surface and subsurface units directed to collect intelligence information with portable equipment (i.e., 35mm cameras, still video cameras, etc.);

(2) Specific nonprofessional VI equipment such as: (a) 35mm cameras with non detachable lens costing less than \$500; (b) video recorder/players (VHS, Beta, or 8mm) costing less than \$1,000; (c) video camera/recorder systems costing less than \$2,000. This equipment must be dedicated to in-house support of functions whose end product is of short duration (training, role playing, etc.) and documentation which cannot be satisfied by local VI activities.

c. Navy VI personnel who are performing official duties shall not create VI products for personal use or for purposes not directly related to official Navy tasks.

d. All products created with government or personally owned equipment or supplies (i.e., still or motion media cameras, film, magnetic tape, illustration materials, etc.) while performing official duties are Navy property and must be turned in to a Navy VI activity. VI productions created as above must be approved in accordance with this manual.

e. Repair or maintenance of equipment acquired to support non-appropriated fund activities or equipment not wholly owned by the U.S. Government is prohibited.

f. Official Navy VI equipment and material may not be used beyond the confines of a naval vessel, unit, activity, or station for other than official assignments. The VI manager may schedule and approve in-rate training programs

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which are considered official assignments. Using Government equipment or materials for profit violates U.S. Navy Regulations.

### 1-7 Annexes to Operation Orders

a. Operation orders for naval operations shall include a COMCAM annex to provide VI support. The imagery, acquired using still and motion media cameras, provides command, control, and management authorities, who may not necessarily be on the scene of deployment or combat, the ability to visualize the essence of ongoing combat support and military assistance operations involving U.S. personnel. The use of COMCAM during a conflict should be as follows:

(1) Immediate exploitation of the imagery by the field commander, unified and specified commands, the Joint Staff and National Command Authorities of, but not limited to, the key actions before, during and after mobilization, deployment, force generation, and force employment;

(2) Assessment of the effectiveness of preparations, support operations, and attainment of objectives; problem identification; evaluating the effectiveness of weapons systems; intelligence, medical and other support; public affairs purposes and propaganda;

(3) Preservation of all materials for analysis, historical documentation and archival preservation is a goal for all COMCAM products.

b. Comprehensive COMCAM documentation of fleet operations requires careful planning and scheduling of personnel and equipment. Helicopters, fixed-wing aircraft, or small craft shall be provided for use as media recording platforms. Qualified staff VI officers are available at Commander in Chief, Atlantic (CINCLANTFLT), Commander in Chief, Pacific (CINCPACFLT), Fleet Imaging Command, Atlantic, NAS Norfolk, VA; Fleet Imaging Command, NAS North Island, San Diego, CA and aboard all aircraft carriers and command ships to assist in planning. COMCAM teams may be requested to provide complete still and motion media documentation or to augment local capabilities (see paragraph 2-5).

## SECTION C - VI PERSONNEL

**1-8 General.** Professional VI personnel are defined as Photographer's Mates (PH), Journalists (JO), Illustrator-Draftsman (DM), Hospital Corpsman (HM (NEC 8472 only)), their designated strikers, civilian personnel working within the General Schedule (GS) series which has a VI emphasis (primarily the Information and Arts Group, GS-1000 series). Non-professional VI personnel are defined as VIMO's, public affairs officers, and other personnel designated by the VIMO. The Catalog of Navy Training Courses (CANTRAC), NAVEDTRA 10500, provides complete rate training course information.

### 1-9 Assignment of VI Personnel

a. Active duty enlisted Photographer's Mates (PH), including active duty Naval Reservists (TAR), shall be assigned to commands authorized to operate a VI activity. PH's assigned to commands not authorized to operate a VI activity shall be assigned on temporary duty or special detail to the VI activity in the ship or station where they are based. The following exceptions are authorized:

(1) Squadron PH's shall be assigned to the ships or stations VI activity to support the squadrons reconnaissance mission except for those filling a valid PH NEC 8288 billet, or in direct support of the reconnaissance gathering platform;

(2) Personnel of Naval Imaging Command (NAVIMAGCOM), Fleet Imaging Command, Atlantic (FLTIMAGCOMLANT) and Fleet Imaging Command, Pacific (FLTIMAGCOMPAC), when ordered to naval organizations or embarked in naval vessels, have specific VI assignments to accomplish. These personnel will not be assigned to the local VI activity or assigned other military duties that will interfere with the accomplishment of their primary mission.

b. Selected Naval Reserve VI personnel shall be assigned to the appropriate Naval Reserve unit, naval vessel, or station VI activity which

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can effectively train the individual for an assigned mobilization billet. Program managers and assistants shall coordinate with gaining mobilization activities and their detachments to develop and implement ongoing training programs.

c. When a ship or a mobile construction battalion is not operating a VI activity, sufficient PH's shall be assigned to the local VI activity on temporary duty to enable that activity to fulfill VI support requirements

d. **Exception.** Paragraph 1-9 does not pertain to Photographer's Mates released by the Photographic Detailer for special duty assignments (i.e., recruiting duty, recruit company commander, instructor duty, etc).

#### 1-10 Staff VI Officers and VI Managers

a. **The Staff VI Officer.** These officers provide technical advice and assistance on all VI matters to commanders, staffs and subordinate units. Specifically, Staff VI Officers are designated at the command level to fulfill the duties outline in paragraph 7b of the basic instruction, as well as those listed below:

(1) Advise the commander, staff and subordinate units on the capabilities of VI activities;

(2) Ensure operational readiness of subordinate VI activities and take action to correct deficiencies;

(3) Provide technical assistance for administrative and material inspections of subordinate VI activities;

(4) Revise appropriate sections of inspection requirements to ensure that operational readiness inspections measure the responsiveness of VI activities;

(5) Develop, review and maintain the COMCAM Annex to operational orders and exercise plans;

(6) Recommend changes to the VI allowance of subordinate units to enhance operational readiness;

(7) Recommend changes for training of VI personnel to meet requirements;

(8) Review the efficiency and productivity of subordinate activities and recommend establishment, consolidation or deactivation;

(9) Review VI personnel allowances of subordinate units and recommend appropriate changes;

(10) Maintain liaison with staff intelligence, reconnaissance and public affairs officers to ensure that subordinate VI activities and units are responsive to their needs;

(11) Keep informed of and brief commanders and staff about new equipment and its effect on readiness and operations.

b. **The VI Manager.** The VI manager administers and operates VI activities ashore and afloat and is designated by the officer in command. VI managers:

(1) Plan, program and budget for the operation and maintenance of VI activities;

(2) Advise the officer in command of the capabilities of VI personnel on board and the status of VI equipment;

(3) Review and recommend changes to personnel and equipment allowances and recommend appropriate changes;

(4) Provide VI documentation, products, productions and services to support the Naval Imaging Program (NAVIMP);

(5) Maintain quality standards for all VI products and productions;

(6) Stock adequate material and maintain VI equipment within established allowances;

(7) Maintain custody of and account for VI equipment and supplies;

(8) Assign priorities to VI requests in accordance with chapter 1, paragraph 1-2;



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(9) Train VI personnel in the latest VI developments, techniques and equipment;

(10) Maintain liaison with public affairs and intelligence officers for VI matters;

(11) Ensure that VI resources are used only for essential official work and training of dedicated/authorized VI personnel;

(12) Coordinate and provide local VI support to reconnaissance, surveillance, intelligence and RDT&E efforts;

(13) Ensure that copyrighted VI products or productions are not duplicated without proper authority; and

(14) Ensure that VI activities are limited to authorized and lawful purposes.

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## TYPES OF NAVY VI ACTIVITIES

TYPE	PRIMARY FUNCTION	DESCRIPTION	LEVEL OF APPROVAL
A	VI Support Center	Provides support services to all organizations on an installation or within a defined geographic area. It may include motion picture, still photography, television and audio recording for nonproduction documentary purposes; graphic arts; VI library services; presentation services; and VI equipment maintenance. Services may also include lease or rental of off-the-shelf commercial VI productions for local use.	OP-09BG
B	VI Production (Category 1)	Includes production, reproduction and distribution of Category 1 VI productions.	OP-09BG
C	VI Production (Category 2)	Includes all functions of Type "B" activities plus production and reproduction of Categories 1 and 2 VI productions.	OP-09BG
D	VI Production (Category 3)	Includes all functions of Type "B" and "C" activities plus production, reproduction, and commercial contracting of Categories 1, 2 and 3 VI productions.	ASD(PA)
E	VI Records Centers	Central control and storage facility for VI products. (COMNAVIMAGCOM Only)	ASD(PA)
F	Combat Camera	VIDOC covering air, sea, and ground actions of combat, combat support operations and related peacetime training activities.	OP-09BG
G	Technical Documentation	VIDOC of actual events for evaluation. Includes intelligence, medical, and other documentation, optical instrumentation and armament recording.	OP-09BG
H	Broadcasting	Includes cable, community antenna, closed-circuit and other radio and television broadcast services.	OP-09BG
I	Videoteleconferencing	Use of electronic media for audio and visual interaction between two or more locations.	OP-09BG
J	Media Distribution	Central VI product distribution.	ASD(PA)
K	VI Training	Formal VI training for Navy personnel. It may engage in Category 1 VI production, reproduction, and distribution to support formal programs of instruction.	ASD(PA)
L	VI Management	Provides VI staff functions and management of VI activities.	OP-09BG

TABLE 1-1

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## CHAPTER 2

### VI PRODUCTS AND SERVICES

**2-1 General.** This chapter defines VI products, services and records and establishes procedures for requesting VI services. VI products include such media elements as still photography (film and video), graphic arts (including computer generated graphics for VI purposes), motion media (film, video tape or disc (including IVD)), audio recordings and VTC.

#### 2-2 Obtaining Products and Services

a. Navy VISC may utilize OPNAV 5290/1, (2-83), Request for Visual Information (VI) Services, formulate an in-house VI Job Order Form, or an automated equivalent of either, which will serve as the official request and receipt for VI products and services (except VI productions - see Chapters 3 and 4). At a minimum, the form shall contain a: (1) Job Order Number; (2) customer signature block with a disclaimer that the service requested is official work and essential to mission accomplishment; (3) product security classification; (4) any other information required by the VISC to officially accomplish the request or which is useful in computing the Visual Information (VI) Annual Activity Report (DD 2054/1).

b. The requester should forward the request as soon as requirements are recognized to ensure proper planning and delivery of the product or service. Contact the servicing activity when special requirements arise since capabilities and product delivery times vary from VISC to VISC.

#### 2-3 Identification Procedures for Job Orders

a. Each job order, OPNAV 5290/1 (2-83) or equivalent, shall be assigned a sequential Job Order Number, reset to **ONE** on the first day of each **fiscal year**. This number replaces the Standard AV Work Request Number (SAVWRN).

b. An unclassified job order log shall be maintained by each activity. It shall also be created on the first of each **fiscal year**, reflecting

the reset numbers. The log shall contain sufficient data to avoid duplication of numbers, identify the product, its security classification, disposition, and any additional data required by the VI activity. Unclassified identifiers shall be used to refer to classified subjects.

#### 2-4 Limitations on Availability and Use of Products and Services

a. Graphics. Design, development, production, and duplication of two- and three-dimensional visual aid products shall be limited to those essential for mission requirements.

##### b. Documentation:

(1) Recording or photographing parades, inspections, presentation of awards, ceremonies, visits of national or foreign dignitaries, and athletic and social events is strictly limited. This type of documentation shall be used only for official internal or external publications, communications that provide historical documentation of national interest, or meet a definite requirement for recruiting and retention of civilian or military personnel.

(2) Services such as scripting, photographing/recording, titling, and editing can be accomplished separately for a single product. Combining these separate services to any degree may create a VI production which must be authorized in accordance with Chapters 3 and 4 of this manual.

(3) Navy aircraft may not be used as platforms to photographically or electronically produce a product or VI production for any individual, corporation, or agency (other than departments or agencies of the Federal Government) without approval of OP-05 and OP-09BG. This policy does not preclude releases to the news media (according to established procedures) or sales of cleared products or VI productions to the public per appropriate DoD and SECNAV issuances.

##### c. Personnel photographs:

(1) VISC's shall produce official personnel photographs of military or DoD civilian personnel as required by MILPERSMAN 15560A,

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Naval Military Personnel Manual, or other applicable instructions, to meet the requirements of retention, promotion, selection boards, etc.

(2) Portrait photographs must be limited to meet definite official requirements. Roster board photographs are limited to requirements for identification of senior management personnel (Department Head level and above) and personnel performing command-wide counseling duties (i.e., drug, alcohol, equal opportunity, career counselor, etc.). Portrait photographs for military personnel will be taken in the service uniform, as prescribed in U.S. Navy Uniform Regulations. Appropriate equivalent attire is suggested for civilian personnel. These photographs must be printed in the smallest standard size suitable for the proposed use.

(3) Passport photographs shall be provided only to military personnel, their dependents, and employees of the Federal Government when required for official travel purposes. Any other passport photography infringes on commercial enterprise and may violate U.S. Navy Regulations. Passport photography is exempt from filing and forwarding instructions prescribed in this manual.

d. VI products, productions and services may be subject to copyright restrictions addressed in Title 17 of the U.S. Code. SECNAVINST 5870.4 may apply and should be consulted before undertaking any work request which may contain copyrighted material.

e. Items and materials forbidden for reproduction:

(1) Reproduction of certain items is prohibited by Federal law, i.e., bonds, paper currency, certificates of deposit, stamps, etc.. Personnel who make copies of these items may be subject to prosecution.

(2) The production, reproduction, or duplication of obscene materials is prohibited.

## **2-5 Types of Products and Services**

a. Aerial photographs of naval vessels and shore installations shall be produced annually or

when significant changes occur. VIMO's shall ensure that adequate support is provided to accomplish required aerial photography. File and forward original film as outlined in SECNAVINST 5212.5C.

b. Intelligence and reconnaissance products are exempt from the filing and forwarding instructions that apply to other VI products in accordance with SECNAVINST 5212.5C. Specific handling instructions for these products may be found in appropriate Defense Intelligence Agency publications.

c. Products produced in support of aircraft mishap and accident investigations are considered real evidence in the event of liability involving the government and must be strictly controlled due to the nature of the information they may contain and the purpose for which they are created. Identify and mark in accordance with this chapter and forward everything to the Senior Member of the Aviation Mishap Board (AMB) as outlined in OPNAVINST 3750.6Q, Naval Aviation Safety Program (NOTAL).

d. Products produced in conjunction with legal investigations must be handled as controlled information requiring a specific, written chain of custody. They are exempt from normal forwarding requirements. Identify and mark in accordance with this manual and forward to the investigating agency.

e. Public Affairs and VIDOC products are essential to inform the American public of the activities of the U.S. Navy and provide historical documentation of major events. Comprehensive documentation of public affairs initiatives requires close coordination by public affairs officers with VI managers for scheduling of resources. Release of official Navy VI products to the news media shall be made only by the Chief of Naval Information (CHINFO), commanders, and commanding officers through an established public affairs office as prescribed by SECNAVINST 5720.44 A.

f. Visual Information documentation produced in support of COMCAM or other significant events of special interest:

(1) As defined in paragraph 1-7, COMCAM and VIDOC of special interest will be fully captioned, utilizing the Visual Information Caption Sheet, DD 2537, and transferred by the fastest possible means to the Joint Combat Camera Center (JCCC) in room 5A518 at the Pentagon. To facilitate delivery of the material once it arrives in the Washington, DC area, the 1361st Audiovisual Squadron (AVS) is designated to pick up all COMCAM materials and deliver them to the JCCC. The 1361 AVS will pick up material at any of the Washington, DC, area airports (National, Dulles, or Baltimore/Washington International) or at Andrews AFB. COMCAM material being shipped to the JCCC must be addressed as follows:

**1361 Audiovisual Squadron/DO**  
**Attn: JCCC**  
**Building 3720**  
**Andrews AFB, MD 20331-5997**

(2) When materials are shipped to the 1361st AVS, the sender must notify the 1361st AVS and COMNAVIMAGCOM via telephone or message of the mode of shipment, airport at which the material will arrive, airline, flight number, arrival time, number of packages, etc.

Message Address:  
**1361AVS ANDREWS AFB MD//DO//**  
**ADD:**  
**INFO COMNAVIMAGCOM WASHINGTON**  
**DC //00//**

Duty hours telephone (0730-1630 EST):

**1361AVS:**  
**AUTOVON 858-7786/7783**  
**Commercial (301) 981-7786/7783**

Non-duty hours:  
**AUTOVON 858-5058/5059**  
**Commercial (301) 981-7786/7783**  
(This is the Andrews AFB Command Post. Ask for the 1361st AVS Duty Officer.)

**COMNAVIMAGCOM:**  
**AUTOVON 288-4091**  
**Commercial (202) 433-4091**  
Non-duty hours:

**AUTOVON 288-2106 or 2102**  
**Commercial (202) 433-2106 or 2102**

(3) There are numerous ways to ship VI materials. They include, but are not limited to, military air, commercial air, counter-to-counter service, air express (Federal Express, United Parcel Service, Emery Air Freight, etc.), diplomatic pouch, registered mail and courier.

g. Research, Development, Test & Evaluation (RDT&E) activities produce VIDOC for Technical Reports to satisfy local requirements in evaluating research and tests. After these Technical Reports have served their purpose, activities shall forward all original materials (including negatives or prints, if only a print exists) and any supporting written reports, by following instructions provided in SECNAVINST 5212.5C.

h. Visual Information Reports (Technical and Intelligence):

(1) Visual Information Reports are expanded film or video clips and do not require ID markings. The production techniques used in their preparation are restricted, the production life expectancy is less than twelve months and generally require no more than five (5) copies.

(2) Visual Information Technical Reports are the assembly of medical, reconnaissance, surveillance, RDT&E or other technical documentation imagery to report on a mission-related event. They may include use of "voice over" narration to describe or report the events taking place. Simple titles, without addition of effects, may be used.

(3) Visual Information Intelligence Reports are the assembly of imagery prepared for time-sensitive intelligence analysis. Preparation of these reports employs only readily available AV techniques such as electronic and optical enhancement and "voice over" narration.

(4) The addition of other imagery, sound or optical effects or other production values would classify the report as a VI production and place it under the purview of Chapters 3 and 4 of this manual.

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i. Special Film Processing. Most commonly used photographic films can be processed locally by a VISC with approved photographic functions. Exceptions are the various films requiring specialized manufacturer processing. These films cannot be processed in-house by any VISC activity. The following guidance applies:

(1) Classified films. Film that cannot be processed by the supporting VISC shall not be used for intelligence or surveillance information except under emergency or unusual conditions as a last resort. When these films must be used for these classified applications, the exposed film, with appropriate classification transmittal documents and Visual Information Caption Sheets, DD 2537, must be submitted by the originating command to:

**Naval Technical Intelligence Center  
4301 Suitland Road  
Washington, DC 20395-5020**

for processing by designated commercial laboratories. Current security requirements for shipping and handling must be followed when transmitting exposed, unprocessed, or processed film. These cautions also apply to the use of non-standard films for other classified subjects. Should their use be necessary, submit the exposed film, as above, to NAVIMAGCOM for processing by a designated commercial laboratory. Again, it should be used only as a last resort.

(2) Unclassified films. Only VISC's authorized still photography are permitted to buy and use prepaid mailers for processing unclassified film requiring unique processing. Should mailers not be available from a VISC, the originating command may request processing from NAVIMAGCOM (submit cover letter and Visual Information Caption Sheet, DD 2537) or have the film processed on local contract.

**2-6 Visual Information Caption Sheet.** A Visual Information Caption Sheet, DD 2537, must accompany all products forwarded for ultimate accessioning by the Still and Motion Media Records Centers. Its use ensures that all necessary captioning information is available and standard-

izes data entry into the Records Centers computerized finding aid systems. (See chapter 6).

## **2-7 Identification Procedures for VI Products.**

a. The Visual Information Record Identification Number (VIRIN) replaces the Standardized Audiovisual Record Identification Number (SAVRIN). Each original product to be retained in file shall be identified with a number consisting of the DVIAN, the media type, the last two digits of the fiscal year, a six digit sequence number, and security classification, if applicable. (See paragraph 2-8 for media and security classification codes). Each set of characters is separated by a hyphen. Reset the sequence number to 000001 on the first day of the new **fiscal year**. For example, if the first product of FY 89 to be filed by FLTIMAGCOMPAC San Diego was a confidential, still color negative, the VIRIN would be: N0108-SCN-89-000001-CO.

b. VIRIN Log. Each VISC shall establish and maintain a VIRIN Log. The VIRIN Log consolidates and replaces all still picture negative, motion picture and graphic arts product logs previously used. The log entries shall consist of the VIRIN assigned to each original product, the VISC job order number, security classification, format, media type, subject matter, date originated, cameraman's or artists name, final disposition of the product.

## **2-8 VIRIN Codes**

### **a. Media Codes:**

- (1) ARD - audio record disc
- (2) ARC - audio record, cassette
- (3) ATR - audiotape, reel
- (4) BDA - board art
- (5) CDA - compact disc, audio
- (6) CDV - compact disc, video
- (7) IVD - interactive videodisc
- (8) LVD - linear videodisc
- (9) MCN - motion picture negative, color
- (10) MCP - motion picture positive, color
- (11) MGM - miscellaneous graphic media
- (12) MPN - motion picture negative black and white

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- (13) MPP - motion picture positive, black and white
- (14) MMM - multimedia
- (15) OTT - overhead transparency
- (16) SCN - still photographic negative color
- (17) SLT - slide and tape
- (18) SPN - still photographic negative black and white
- (19) SPT - still photographic transparency
- (20) SSS - slide set
- (21) VSP - video still
- (22) VTC - videotape cassette
- (23) VTR - videotape reel

b. FY originated :

- (1) Still Photography - FY of exposure
- (2) Motion Media - FY of exposure or recording
- (3) Productions - FY of completion

c. Security classification:

- (1) Blank - Unclassified
- (2) CO - Confidential
- (3) SE - Secret
- (4) TS - Top Secret

## 2-9 How To Mark VI Products For Filing.

a. Still photography:

(1) Negatives shall be marked with the VIRIN on the base side, outside the usable image area, using indelible ink. Roll negatives shall be cut into strips, with each strip being assigned a separate VIRIN. Individual frames on the strip shall be identified by letters (A,B,C,etc.). Those frames within the strip not intended for filing are not identified and should not be crossed out.

(2) Transparencies shall be mounted in glassless cardboard or plastic mounts with the VIRIN marked on the mount.

(3) Photographic prints shall be marked on the base side with the following data:

(a) VIRIN assigned to the original negative.

(b) Date of original photography

(c) Name and address of the originating activity.

(d) Unclassified photographs that have been cleared for public release in accordance with SECNAVINST 5720.44A shall be stamped: "United States Navy Photography. Please credit USN PHOTO".

(e) Security classification, authority, and appropriate downgrading and declassification instructions.

(f) Aircraft mishap and accident photographs, photographs of evidence, (including property damage or personal injury photographs) which are not releasable under the Freedom of Information Act, and all classified products, shall be stamped with the appropriate security classification marking in addition to the "United States Navy Photography."

(g) Visual Information Caption Sheets, DD 2537, for products which will be forwarded to NAVIMAGCOM for pre-accessioning.

b. Graphic arts products:

(1) Mark the VIRIN on the viewing side in a border area adjacent to the image area.

(2) Viewgraphs and transparencies produced from hard copy originals or movable letters shall be marked and filed in the same manner as prescribed for still photography. The security classification shall be marked in the image area of the product and show clearly when projected or viewed.

(3) Mark illustrations, charts, and graphs with the following data:

(a) VIRIN assigned;

(b) Name and address of the originating activity;

(c) Security classification, authority, and appropriate downgrading and declassification instructions. Markings shall be accessible,

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but should not hinder the usefulness of the product.

c. Motion Media Film, Video and Disc: Identify motion media film, video or disc with the VIRIN, by individual roll, cassette or disc (see para 2-8). Duplicate, unedited motion picture film and videotape not intended to be included in an AV production shall be identified with the following data, for a minimum of 5 seconds viewing time:

(1) VIRIN assigned to the original

(2) Security classification, authority, and downgrading and declassification instructions

(3) Caption data: Provide complete information on subject matter of the film using the Visual Information Caption Sheet, DD 2537. Include scene and film length in Block 19. The film shall be "slated" whenever possible. The slate should include the following data: subject/location data; name of cameraman; classification; roll number (if more than one roll on the same subject); camera number.

d. Audio recorded in conjunction with visual media shall be identified as above.

e. Other Products: Mark the VIRIN in the most accessible area that does not interfere with the use of the product. However, the VIRIN must be accessible without disassembling the product.

**2-10 VI Record Management.** VI records include still and motion media photography, electronic recordings (video and audio tape and disc), and the paper files relating to them. Their physical character makes them no less official than documentation in any other form. Guidance is contained in SECNAVINST 5212.5C. Amplifying information is listed below:

a. Still VI Products. Forward uncropped proof prints or copy transparencies to NAVIMAGCOM, along with the Visual Information Caption Sheet, DD 2537, and a Requisition and Invoice/Shipping Document, DD 1149. The DD 1149 should contain information regarding the amount of product forwarded, the number of

shipments NAVIMAGCOM can expect, and a point of contact with commercial and AUTOVON telephone numbers. A NIMC 16 form, Receipt and Disposition of Still Photography, will be returned to the originator and serves as the receipt. If accepted for accessioning, another copy of the NIMC 16 will be provided the originator, listing the accession numbers assigned the products and forwarding instructions for the originals. Views not accepted for accessioning will not be returned unless so requested by the originator.

b. Motion Picture Products. Forward original or duplicate, processed or unprocessed motion picture products with a completed DD 2537 and DD 1149, to NAVIMAGCOM.

c. Video or Audio Products. Forward one duplicate product with completed DD 2537 and DD 1149. Mark each clearly as a duplicate and with the name and address of the originating activity and the appropriate PIN or VIRIN. After review, NAVIMAGCOM will return the duplicate and request the original material to be accessioned. Activities not equipped to reproduce should forward the original, clearly indicating such. A duplicate will be provided by NAVIMAGCOM if original material is accessioned. If not, the original will be returned.

d. Activities should carefully review all VI records before forwarding for preaccessioning. The following VI records should not be forwarded unless they are the only available documentation of events or individuals that have particular national or naval historical significance:

(1) VI Records not feasible for reproduction because of improper focus, faulty processing, recording, storage, or handling, or if the color or audio rendition is extremely poor:

(2) Portraits of civilians or U.S. military personnel below flag rank;

(3) VI records with no retention value (e.g., photographs which satisfy a local, one-time need);

(4) Fleet Home Town News photography.



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**2-11 Obtaining Copies of Navy Products Retained by Other Government Agencies**

a. Requirements for copies of Navy products retained by other Government agencies should be submitted by letter to:

(1) Still Photography and Graphic Arts Products:

**DoD Still Media Records Center  
Naval Imaging Command  
Building 168, NavSta Anacostia  
Washington, DC 20374-1681**

(2) Aerial Reconnaissance and Cartographic Products:

**National Cartographic Information  
U.S. Geological Survey  
507 National Center  
Reston, VA 22092  
OR  
Headquarters  
Defense Mapping Agency  
Code PPS  
Building 52, Naval Observatory  
Washington, DC 20305**

**NOTE:** If known, include VIRIN, date, place, photographer, etc.

(3) Motion Picture and Video Products (Stock footage ONLY):

**DoD Motion Media Records Center  
1352nd AVS/DOO  
Norton AFB, CA 92409-5996**

**NOTE:** Requests for stock footage must include the VIRIN, if known, and the PAN or PIN assigned to the production for which the stock is required.

b. Organizations and Individuals Outside the Federal Government:

(1) Navy products cleared for public sale must be purchased from the agencies listed above.

(2) Completed Navy VI productions (motion picture and videotape) cleared for public sale are available from:

**National Audiovisual Center  
ATTN: Information Services  
Washington, DC 20409**

c. Commercial advertisement layouts that include Navy products or VI productions, and the use of Navy products or VI productions by publishers, editors, freelance writers, etc., must be authorized by CHINFO (OI-222). Forward these requests to:

**Chief of Information (OI-222)  
Department of the Navy  
Washington, DC 20350-2000**

d. All inquiries from foreign organizations or private individuals should be processed by following SECNAVINST 5720.44A.

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**CHAPTER 3****VISUAL INFORMATION PRODUCTIONS**

**3-1 General.** This chapter covers VI production planning, programming, acquisition and limitations. The following are exempt from the DoD VI production reporting requirements (Visual Information Production Request, Evaluation, and Approval, DD 1995-1 and the Visual Information Production Report, DD 1995-2).

a. Graphic arts and still photographic activities, except when their products are used in VI productions;

b. Items that should not benefit the public because the useful life is less than one year or the production budget is less than \$5000. Includes VI reports (technical and intelligence);

c. Television and radio spot announcements, public service announcements, news clips, and information programs funded by Armed Forces Radio and Television Service (AFRTS);

d. Visual Information products resulting from criminal investigations and other legal evidentiary procedures;

e. Commercial VI productions or programs acquired for DoD Dependent Schools; Section 6 Schools; morale, welfare, and recreation (MWR) activities; education centers; and non-VI libraries controlled by SECNAVINST 5401.2 (NOTAL);

f. Products such as still photography, graphics, overhead transparencies, motion picture photography, video and audio recordings that do not make up a complete message, sound effects and stock footage;

g. Mixed media packages with a predominance of printed material;

h. Multimedia productions requiring special projection equipment or electronic programmers;

i. Photo-instrumentation, reconnaissance, or documentation footage. Exemption DOES NOT include productions produced from this footage;

j. Information programs funded and reported as an integral part of a recruit advertising contract.

**NOTE.** Though excluded from the provisions of the DD 1995-1 and 1995-2, individual products are not exempt from being reported in the DoD Visual Information (VI) Annual Activity Report (DD 2054/1) and the Audiovisual (AV) Annual Production and Library Report (DD 2054/2) (RCS:DD(A)1438(5290)).

### **Section A - Visual Information Production Requirements Planning**

#### **3-2 Effective Use of Productions**

a. The benefits and efficiencies of a production must justify its costs. Other forms of communication, such as letters, pamphlets, periodicals or briefings, may be as effective and are often less costly communication alternatives.

b. The most cost-effective method of obtaining VI productions shall be employed.

c. Only if no production already exists to cover the subject matter in question, should an original production be considered. If that step is necessary, and an in-house production capability is the most economical path, stock motion picture footage, video and audio recordings, still photography and other existing VI products should be used as much as possible.

#### **3-3 Audiovisual (AV) Production Categories.**

An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for the purpose of conveying information to, or communicating with, an audience. AV productions shall be identified in one of three categories:

a. Category 1 productions support the needs of major claimants or local activities. Category 1 productions include the rental, lease or purchase of commercial off-the-shelf productions. Category 1 productions that support human resources development or professional activities applicable for Navy or DoD wide use, such as drug or alco-

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hol abuse, equal opportunity, human relations, management, administration, clerical, chaplain, safety, law enforcement, medical and legal activities, require specific written approval from OP-09BG via the VIMO.

b. Category 2 productions support Navy-wide requirements.

c. Category 3 productions support DoD and joint interest programs.

### **3-4 The Navy Annual VI Production Program**

a. Navy activities are prohibited from producing and/or purchasing any production that has not been approved as part of the Navy Annual VI Production Program. The program establishes a Navy-wide planning mechanism by projecting requirements ahead of the actual year of production. It provides management and control of VI resources, forms the basis for budget submissions, justifies budget requirements and provides a source of basic data for management review.

b. The Navy Annual VI Production Program planning process is a corollary to the Five-Year Defense Program (FYDP). (See Table 3-1). The document correlates in time with and supports the Best Estimate Submission (The President's Budget) for FY+1. The program evolves from VIMO planning actions that identify requirements for Category 1, 2 and 3 productions. Documenting these actions shall, for the first and second drafts of the plan, be done on DD 1995-1. The final draft of this plan shall include completed DD Forms 1995-1 and 1995-2. Additional requirements arising during the fiscal year that were not included in the initial annual program shall be validated, using the DD 1995, approved, and added to the annual program as a quarterly supplement.

c. Publication responsibility for the Navy Annual VI Production Program by category:

(1) Category 1 production requirements shall be published and maintained in an Annual VI Production Program by the respective VIMO.

(2) Category 2 and 3 production requirements shall be approved and published in the Navy Annual VI Production Program after coordination and approval by OP-09BG and the assignment of PIN numbers. Productions that have funding identified are assigned by OP-09BG to COMNAVIMAGCOM for acquisition. Unfunded productions will be approved as part of the current FY program, but must be carried over until either funding is made available by the requester or resources are available at NAVIMAGCOM. All requesters and VIMOs will be advised by OP-09BG as to the status and resource identification of each production request. In addition, NAVIMAGCOM forwards the initial DD 1995-2 to the Joint Visual Information Activity (JVIA), Tobyhanna Army Depot, for data entry into the DAVIS system. (See Chapter 5). Once an assignment has been made to a production activity, it is the responsibility of that production activity to inform the requester and the VIMO as to the activation and production/contracting procedures. The revalidation procedures are in effect once the production has been approved by OP-09BG. (See paragraph 3-8).

d. Frequency. To be of maximum benefit in managing and controlling resources the following suspense dates for the FY + 1 submission are:

(1) 1 June. Each VIMO must submit to OP-09BG validated VI requirements for endorsement by other VIMO's or functional management offices that have responsibility for the subject matter or the policy presented in each planned VI production:

(2) 1 July. Each VIMO must submit validated and endorsed VI requirements to OP-09BG. This submission must include:

(a) A complete VI Production Report, DD 1995-1 and 1995-2, and a DAVIS Subject Search for each requirement;

(b) A distribution plan, including formats (VHS, BETA, 3/4", disc, IVD, etc.);

(c) Public clearance requirements (as necessary);

(d) A summary of all planned expenses for products, services and productions. (This summary will be presented in the format of the PB-17 Special Audiovisual Budget Exhibit as specified in NAVCOMPTNOTE 7111).

(3) 15 September. OP-09BG will approve and publish the FY plan and assign production responsibilities to appropriate Navy VI production activities for in-house production or contractual acquisition.

**3-5 Subject Search.** Management at all levels must ensure that duplication of existing Navy, other DoD Component, other Federal agency or commercial VI productions does not occur. Before validating and approving a request for production, purchase or adoption the VIMO shall:

a. Ensure the requester reviews information obtained from the DAVIS products file (See Chapter 5) and commercially available productions to determine if acceptable productions are in existence, planned, in preparation by other DoD organizations or Federal Agencies, and whether the DoD has reproduction rights.

(1) Identify each DAVIS subject search by a serially assigned search number (SN). The SN consists of the DAVIS User Name, followed by four digits representing the sequential number of the search (assigned by fiscal year); the year, month and day (YYMMDD) on which the search was conducted; and a single letter, A or B, indicating the result of the search. An "A" indicates that no productions on the subject were found; a "B" indicates that one or more productions were found. Each part of the SN shall be separated by a hyphen, i.e., DAVIS User Name-0023-890910-A. The SN shall be recorded on DD 1995-1 and 1995-2 for all production categories.

(2) Ensure that a printout of the DAVIS subject search accompanies the DD 1995-1 and 1995-2 and becomes a part of the permanent record of the approved production. The accompa-

nying printout must contain all search parameter information.

(3) When the subject search reveals that a production exists ("B" result), but is unacceptable, the customer request (DD 1995-1) forwarded for approval shall contain justification for approval of a new production requirement.

b. Subject Search Exemptions

(1) Those items having a security classification;

(2) Those materials certified as having limited subject matter and applicability (i.e., a technical report or a commander's message to his or her personnel); or

(3) Those multi-image products using extensive or specialized projection equipment and special electronic programmers.

**Section B - Visual Information Production Acquisition**

**3-6 Department of Defense VI Production Request, DD 1995-1 and 1995-2**

a. DD 1995 shall be used to initiate the VI production/acquisition process.

b. Production approval shall be made by VI managers at the following levels:

(1) Category 1 - VIMO (note restrictions in paragraph 3-3a.).

(2) Category 2 - OP-09BG

(3) Category 3 - OP-09BG/DoD

c. Before a VI production request can be approved:

(1) The requirement must be validated by a designated official of the functional management office at the appropriate approval level:

(2) Funds must be identified for the production or acquisition of ALL productions;

(3) If of joint interest, shall be forwarded by OP-09BG to the DoD Joint Interest Visual Information Production Working Group for coordination. When at least one other component

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needs the production and can provide funds, the production shall be approved as a Category 3 requirement;

(4) Logistics support and personnel resources (including a Customer Representative and a separate Technical Advisor) must be committed for the production by the VIMO;

(5) A distribution plan must be prepared and attached to the DD 1995-1. This plan shall specify the general and base VISC libraries, the number of copies by media and format and a complete address and justification if copies are directed to other than a base VISC library. VIMO's shall limit distribution requirements and use Navy General VI Libraries as much as possible (See Chapter 4).

### **3-7 Validation of VI Production Requests**

a. Validation of VI requirements is the responsibility of functional managers at all levels. In addition to evaluating the message or objective of a production and its audience, the following factors must also be considered:

- (1) confirmation of legitimate need;
- (2) organizational goals;
- (3) essentiality and priority;
- (4) requesters authority and mission;
- (5) production and user costs;
- (6) life expectancy of the proposed product;
- (7) frequency of use;
- (8) audience size and alternative means of communication of the required message;
- (9) existing productions which might satisfy the requirements, including the SN described in paragraph 3-5;
- (10) production or procurement lead time;
- (11) updating requirements;
- (12) the method, level and cost of distribution of the resulting production copies;

(13) other support costs;

(14) compatibility with other planned or existing VI productions; and

(15) possible applicability to other VIMO's, functional managers or DoD component requirements (joint interest).

b. VIMO's should assist cognizant functional managers in evaluating productions relative to the above factors.

c. Category 1 productions shall be validated by an authorized official of the appropriate functional management office as determined by the VIMO headquarters. Note restrictions in paragraph 3-3a.

d. Category 2 and 3 productions shall be validated by a designated official of the appropriate functional management office as determined by OP-09BG. Those validated requests identified as having joint interest potential at any level shall be forwarded, through channels, to OP-09BG for review and forwarding to the DoD Joint Visual Information Production Working Group. The following subject areas are the responsibility of Navy offices as indicated:

(1) Education and Training (includes curriculum requirements) except medical, dental and Marine Corps:

(a) The Chief of Naval Education and Training (CNET) and/or OP-01 for all general training;

(b) The Commander, Naval Reserve Force (COMNAVRESFOR) for reserve affairs;

(c) Other VIMO's and functional management offices as needed for specific topics.

(2) Personnel Affairs:

(a) Chief of Naval Personnel for recruiting requirements and other military and civilian personnel affairs.

(3) Internal and External Information: CHINFO (includes all VI requirements intended for public exhibition).

(4) Scientific and Technical:

(a) The Office of the Chief of Naval Research (OCNR) for scientific research projects as appropriate;

(b) Commander, Naval Oceanographic Command (COMNAVOCEANCOM) for ocean science and technology, including meteorology, oceanography, mapping, charting and geodesy;

(d) Other VIMO's and functional management offices as needed for specific topics.

(5) Medical and Dental: The Chief, Bureau of Medicine and Surgery (BUMED) for training of both medical and nonmedical personnel.

(6) Safety: Naval Safety Center (NAVSAFECEN) for safety topics.

**3-8 Revalidation of VI Production Requests.** Production requirements shall be revalidated when, after approval and assignment to a production activity:

a. A production has been dormant in any stage for six months;

b. The production is not completed within one year of the script approval date; or

c. Direct production costs will exceed the original production estimate by 20 percent, or exceed \$50,000 when originally estimated below that cost.

**3-9 Rental/Lease of Commercial Off-The-Shelf VI Productions**

a. Commanding officers/civilian heads of local activities may approve the rental/lease of a commercial "off-the-shelf" production to support a specific and temporary local requirement or program when such procurement action does not:

- (1) Exceed \$300 in fees;
- (2) Exceed 90 days of usage; and
- (3) Contain "option to buy" clause.

b. Prior to authorizing rental/lease of a production, a DAVIS search must be made to ensure that the specific title or an acceptable substitute is not already available from government sources.

c. Requests which exceed the above thresholds must be approved by the VIMO.

**3-10 Procurement of Commercial Off-the-Shelf VI Productions**

a. Procurement of off-the-shelf VI productions from commercial sources is normally conducted as a non-competitive acquisition. Procurement authority is assigned as follows:

(1) VIMO's for Category 1 productions when local procurement does not:

(a) exceed 15 copies per title or \$5000 per title;

(b) Have joint interest applications, unless such joint interest topics have already been approved and appear on the list of "AV Productions Approved for Lease/Rental," published by a DoD Joint Interest VI Review Board.

b. Procurement must be preceded by a DAVIS subject search. Subject search results must be attached to DD 1995-1 and DD 1995-2 when they are being forwarded.

NOTE: VIMO's may approve local procurement of one copy of any Category 1, 2, or 3 commercial off-the-shelf VI production and concurrently submit the title for joint interest review.

(2) OP-09BG when exceeding above thresholds.

**3-11 Procurement of VI Productions or VI Scripts and Productions Separately**

a. The Federal Uniform AV Production Contracting System shall be used for competitive procurement of all new VI productions, including IVD.

b. The NAVIMAGCOM is the sole Contracting Activity within the DON authorized to procure VI productions or VI scripts and productions

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separately under the obligatory Federal Uniform AV Production Contracting System. (See Table 3-3.) This system is prescribed by Office of Federal Procurement Policy Letter No. 79-4 of 28 November 1979 (NOTAL). Exceptions to this policy are approved by OP-09BG on a case-by-case basis when:

(1) In R&D weapons systems and similar contracts, the production is a provision of the contract for status reporting or new equipment training;

(2) In material contracts, the production is not the principal purpose of the contract, but related to and acquired as part of the material being purchased;

(3) In mixed media contracts, the non-VI material (such as print) will cost more than 50 percent of the total contract cost;

(4) In curriculum development contracts (such as instructional systems development), the requirement will justify the award of the contract to a qualified curriculum development contractor, rather than a producer, unless the cost of the production exceeds 50 percent of the total contract cost for an individual curriculum;

**NOTE:** Requests for exemptions for items (1) and (4) will require submission of the approved instructional system development analysis.

(5) In recruiting programs, the productions are integral to an overall advertising agency contract;

(6) In purchasing production services to augment in-house production capabilities, the cost of services is less than 50 percent of total contract cost for an individual production;

(7) Productions are made by an in-house VI production activity which has been converted to Government Owned Contractor Operated (GOCO) contract following a Commercial Activities Cost Analysis.

(8) Off-the-shelf proprietary productions are purchased, leased or rented.

c. Procurement of off-the-shelf proprietary productions from commercial sources is usually conducted as a noncompetitive acquisition. Justification must be submitted to contracting officers in accordance with the Federal Acquisition Regulation (FAR) in sufficient detail to support sole source award.

d. Grants, cooperative agreements and other legal instruments shall not be used when the production is intended for the direct benefit or use by the Navy.

**3-12 Production Costs.** Cost identification is necessary as part of the control process for each production. Production costs shall be identified for each production and shall be controlled and maintained in an individual auditable record from production approval through completion. Reproduction and distribution costs shall be maintained separately from production costs. All costs shall be reported on a DD 1995-2 update. (See Table 3-3.)

a. **Category 1 Productions.** The total associated cost or threshold limit shall not exceed \$25,000.

b. **Category 2 Productions.** The total associated cost of a Category 2 production shall not exceed \$50,000 without ASD(PA) review. When a production budget that is approved originally at \$50,000 or less is later increased to more than \$50,000, it requires ASD(PA) review. Interactive videodisc production is excluded from review.

**3-13 Management of VI Production Records.** All VI productions must be supported with documentary files which include the following: approved DD 1995-1 and 1995-2; production contracts; scripts; legal clearances; music and talent releases; public clearances; distribution plans; other documents that relate to the origin, release and ownership of the production; and any documents necessary for the proper identification, retrieval and use of the production.

a. **Forwarding Productions.** Forward supporting documentary files and the original (i.e.,

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preprint, master or record material) for all VI productions to NAVIMAGCOM, as indicated below, or as directed in authorizing documentation for Category 3 productions when the Navy is not the lead production activity.

(1) Category 1 Productions. (Including motion picture, video, IVD, audio, mixed media). Retain the preprint and related records as specified in SECNAVINST 5212.5C. Files of Category 1 productions having potential major command or Navy-wide interest will be forwarded to NAVIMAGCOM.

(2) Category 2 & 3 Productions. (Including motion picture, video, IVD, audio, mixed media). Forward all preprint, master, original and related records to NAVIMAGCOM as specified in SECNAVINST 5212.5C.

b. Emergency Destruction. Emergency destruction of VI productions and related documentary files is the same as that prescribed for all VI records.

### 3-14 Visual Information Production Identification Numbers

#### a. Production Approval Number (PAN).

(1) The PAN shall be used to identify all Category 1 VI productions. It consists of the DVIAN of the production approval activity, the last two digits of the **fiscal year** (FY) in which the production was approved, and a sequential number beginning with 0001 at the start of each **fiscal year**. Each set of characters shall be separated by a hyphen, i.e., NO101-89-0053.

(2) Additional PAN issuing offices may be designated by each VIMO, which will monitor their use.

(3) PAN issuing offices shall maintain a log of issued PANs. The log shall contain the PAN, production title, media and format. The PAN log may consist of the DD 1995-1 and DD 1995-2 for each production.

#### b. Production Identification Number (PIN)

(1) PINs shall not be assigned to VI productions made by Navy organizations for other federal agencies.

(2) The PIN shall be used to identify all Category 2 and 3 productions and shall be the life-cycle control number. Category 2 Pins are issued by OP-09BG; Category 3 by ASD(PA).

(3) OP-09BG maintains the PIN log. The log shall contain the PIN, production title, media format and the assigned production activity DVIAN for in-house productions.

### Section C - Limitations on VI Productions

#### 3-15 Limitations on Production Content

a. Productions shall not contain material which:

(1) Credits Navy personnel (civilian or military) with any portion of the functions involved in the production. Screen credits are limited to those activities (in-house or contract) involved in the actual production. Acknowledgment of the participation of important personalities such as senior Navy officials, Medal of Honor recipients, or services provided by supporting organizations is permissible in the closing titles;

(2) Is unfavorable or undignified in the portrayal of Navy personnel unless essential to the purpose of the production;

(3) Implies endorsement of commercial products or services by introduction of trademarks, labels, distinctive packaging, or references to trade or brand names in the narration, dialogue, or titles;

(4) Promotes an individual, activity or organization, or provides forums for opinions on broad subjects without reference to specific programs;

(5) Is inaccurate or incompatible with approved Navy or DoD policies or doctrine; or

(6) Discriminates or appears to discriminate against individuals on the basis of sex, race, creed, nationality, age, or religion.



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b. Navy activities shall not produce nor support productions or products used to influence pending legislation or to promote the status of various industries.

c. Productions and other products dealing with history and art must educate and inform, not promote the Navy's role.

d. Production titles, regardless of media format or category, shall be restricted to those which describe subject matter.

### **3-16 Use of Navy Personnel as Performers in VI Productions**

a. All Navy employees are prohibited from playing dramatic roles, narrating or acting in VI productions except when:

(1) They are performing their own jobs or reenacting tasks related to their jobs;

(2) Successful completion of the production depends on availability of specialized skills or technical knowledge not readily available from professional acting sources or cannot be conveyed in a prepared script; or

(3) They are role playing in training situations related to their jobs or skills. Prepared scripts shall not be used during the role playing although, for overall production structure, a shooting outline may be needed. These productions shall be limited to training and internal communications use.

b. Navy personnel shall not be used as performers when health or safety hazards exceed those normally encountered in the performance of their jobs.

c. Navy employees and actors who appear as Navy personnel in productions must conform with U.S. Navy Uniform Regulations and proper military grooming standards.

### **3-17 Reproduction and Distribution**

a. A complete Distribution Plan shall be prepared for all categories of productions. The plan shall include the total number of copies required, the distribution format(s) and the proposed dis-

position of each copy. The plan shall accompany the DD 1995-1.

b. Reproduction of VI productions is restricted to those activities authorized by OP-09BG to do reproduction.

c. Category 2 and 3 productions normally shall be reproduced by a Class C or D activity and distributed by JVIA Tobyhanna Army Depot. VIMOs shall ensure that distribution data from the DD 1995-2 is entered into the VI Production file of the DAVIS.

d. Purchased, leased, rented or adopted commercial productions are authorized for exhibition in the original distribution format(s) only, and shall not be reproduced. Federal copyright laws and specific procurement conditions govern each product title.

### **3-18 Legal Releases and Copyright Clearances.**

The Navy must avoid liability under laws that protect persons and their property from invasion of privacy, trespass, and violation of rights in property. This requirement applies to all materials used in productions. All production activities which produce or otherwise acquire VI materials, in any medium, shall obtain signed releases.

a. The VIMO that validates the production or acquisition of a VI production is responsible for insuring that all rights associated with the production are obtained which permit exhibition to specified audiences. Additional rights granting sale to the public, or duplication of the VI production should be acquired, as applicable. Legal review must be accomplished after the production has been completed and before it is submitted for public clearance review and distribution.

b. Signed release forms are required from:

(1) Persons who either appear in, or whose voices are used in, a production;

(2) Persons whose minor children, real estate, or other private property appears in any production;

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c. No release is required from active duty military personnel, including midshipmen of the US Naval Academy or DoD civilians, performing their official duties.

d. Under most circumstances, an individual's expectation of privacy changes with the situation. Releases should be obtained from those persons depicted in commonplace, secluded, or unspectacular situations. Newsworthy or public events provide little, if any, expectation of privacy and therefore do not necessarily require releases (i.e., if an individual is part of a crowd, no release is required); conversely, when an individual is a central figure in a scene, a release is required, regardless of the brevity of the scene).

e. Separate clearances are always required for production sound tracks as follows:

(1) Any production activity which produces or otherwise acquires VI productions, or records locally originated programs, shall insure that all program material, including music, is properly cleared. Before recording, the production activity shall acquire from copyright holders or their agents, licenses sufficient for the uses for which the product or recording is intended. The VI production activity shall prepare source records of all music and other sound material in sound tracks or audio recordings, and place them in the official production folder.

(2) The use of copyrighted sound material in productions applies to copyrighted music or sound effects. Usually royalties are payable to the copyright owner for each use, i.e., each individual "start" of the source recording tape or disc, or each performance of the copyrighted musical score. The amount of the royalty varies. Token fees may be charged for local "in-house" use. Larger fees may be negotiated, depending upon the specific product the music or effect is to be used with, and the extent of distribution or exhibition.

(3) Possession of the source recording or score does not confer any right to reproduce, transfer, or otherwise use or perform the material recorded or scored thereon, either in whole or

in part. A specific license for each use must be obtained from the copyright owner.

f. Signed release forms shall be obtained by the VI production activity and placed in the official production folders. Care must be exercised that licenses for ALL products and uses be worded to:

(1) Convey to the Government the perpetual rights to duplicate, distribute, publish, exhibit, use, or transmit all or any parts of the music or sound effect concerned as incorporated in the production for which the license was acquired, or in any future use incorporating a part of the whole of the production.

(2) Contain statements that the conveyed license rights shall benefit the United States Government, and its officers, agents, servants, and employees, when acting in their official capacities, and any other persons lawfully reproducing, distributing, exhibiting, or otherwise using the production or any portion thereof for which the license was acquired.

g. All VI productions produced for the Navy, regardless of classification, category or intended use, shall undergo a legal review to establish legal clearances, restrictions or conditions imposed at the time of production or procurement. This review is conducted by the local office of the Judge Advocate General (JAG) or Legal Officer, who provides a "status of clearance" statement. Copies of all legal instruments must be forwarded to Patent Counsel. All original releases and clearances must be forwarded to the NAVIMAG-COM for inclusion in the permanent production record. The record of legal review shall become a permanent part of the official production folder.

### 3-19 Public Exhibition and Sale Clearance.

a. Public clearance shall not be construed to mean clearance for sale, rental, or lease to foreign countries. These require separate clearances.

b. Requests for VI productions under the Freedom of Information Act and the Privacy Act

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require separate clearance. (See SECNAVINST 5720.42D and SECNAVINST 5211.5C ).

c. Approval for public exhibition or sale of unclassified Navy VI productions is a two-step process:

(1) The production is reviewed to determine legal clearance for public exhibition/sale, or if legal restrictions or conditions imposed at the time of production or purchase will prevent legal clearance for public exhibition/sale; and

(2) The production is reviewed to determine if its content is accurate and appropriate for public exhibition/sale. This review is conducted under SECNAVINST 5720.44A.

d. VIMO's shall submit to CHINFO for public clearance all productions that have been determined, at some later stage of production or internal use, to be valuable to Navy or DoD public information programs. Completed productions intended for public release shall be submitted to CHINFO for approval with the following data:

(1) DD 1995-1 and DD 1995-2, completed (copy or print-out).

(2) Copy of legal review of the production and recommendation for public release.

e. Before commitment of production funds, Navy activities shall submit to CHINFO scripts or plans for all proposed VI productions intended primarily for public release for approval by ASD(PA) under SECNAVINST 5720.44 A.

f. The public shall have access to all unclassified information (unless it is exempt from disclosure under the Freedom of Information Act). Legal restrictions or conditions imposed at the time of production or acquisition and internal Navy restrictions will be considered in determining whether to authorize a Navy VI production for exhibition. Public clearance designators for VI production include:

(1) Cleared: Those granted public clearance by the ASD(PA). They may be loaned or exhibited to the public without restriction. These designated VI productions have no legal or secu-

rity restrictions, and are unconditionally releasable to the public for exhibition purposes. These productions may also be available for sale or rental to the public through the National Audiovisual Center.

(2) Not Cleared: Navy VI productions that have not been processed for public exhibition/sale clearance shall be designated "Not Cleared." Also designated "Not Cleared" are all those productions whose performance, display, exhibition, use, reproduction, distribution, public sale or disclosure are limited by the following: security classification; rights retained by copyright owners or talent; statutory grants; agreements; or privacy rights. A "Not Cleared" production may be re-categorized for release when public clearance has been granted by ASD(PA) after coordination with CHINFO. Navy VI productions that have not been processed for legal review or public clearance must be categorized as "Not Cleared" until public clearance is granted.

g. Distribution of Navy VI productions shall not be made until the necessary public release and legal clearance information is provided.

### **3-20 Review for Obsolescence**

a. The VIMO shall insure that active status VI productions are reviewed for obsolescence within 36 months after initial distribution and annually thereafter by the Office of Primary Responsibility (OPR).

b. Before a VI production is declared obsolete, the OPR or the VIMO shall coordinate with other VIMOs to insure the production is no longer useful, appropriate or required by them, the NAVRESFOR, Naval Reserve Officers Training Corps, or Naval Junior Reserve Officers Training Corps.

c. A VI production shall be declared obsolete when it reflects any of the following and is of no historical value:

(1) Outdated Navy, DoD and Federal Government policy statements and program objectives.

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(2) Procedures, operations, tactics, techniques, and doctrine that are no longer current or meet product objectives.

(3) Use of Government personnel is inconsistent with current Navy personnel policy.

d. An obsolete VI production which has continuing value for historical significance shall be referred to the Director of Naval History (OP-09BH) for determination of historical designation. If determined to have historical significance, the production shall be designated, "HISTORICAL," and a "HISTORICAL" label will be affixed to the outer container of each copy. Before each exhibition or use, audiences shall be informed that the product does not reflect current Navy or DoD doctrine, policy or procedures by the addition of a disclaimer.

e. To report changes in status, the production activity must complete an updated DD 1995-2 and submit to NAVIMAGCOM as part of the annual report.

f. Copies of obsolete productions shall be removed from the distribution system.

g. Productions which have been declared obsolete may be reactivated after review and approval by OP-09BG.

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FY/QT	PROGRAM EDITION	SUBJECT MATTER UNDECIDED	SUBJECT MATTER DECIDED	PROPOSED TITLE
FY + 2 (2nd Qtr)	1st Draft <sub>(1)</sub>	80%	15%	5%
FY + 2 (4th Qtr)	2nd Draft <sub>(2)</sub>	50%	30%	20%
FY + 1 (2nd Qtr)	3rd Draft <sub>(3)</sub>	20%	30%	50%
FY + 1 (3rd Qtr)	Final Draft <sub>(4)</sub>	10%		90%
FY + 1 (4th Qtr)	The Program <sub>(5)</sub>	5%		95%

TABLE 3-1

(1) Based on historical data, the first draft of the program plan projects costs for production by Category with some idea as to subject matter and working titles. This first draft correlates in time with, and supports, the Program Objectives Memorandum (POM) for FY + 2.

(2) As requirements become known, fewer cost estimates should be labeled as "undecided" in the second draft. Greater knowledge of subject and working titles should be known at this stage. This draft correlates with, and supports, the Budget Estimates for FY + 2.

(3) The third draft trend, as in the second draft, continues to reduce unknowns. This draft correlates in time with, and supports, the POM + 1.

(4) The undecided subjects and working titles should be minimized in the final draft. This draft correlates in time with, and supports the POM for FY + 1.

(5) The Navy Annual Production Schedule is a fine tuned version of the final draft. This document correlates in time with, and supports, the Best Estimate Submission (The Presidents Budget) for FY + 1.

## NAVY ANNUAL VI PRODUCTION PROGRAM SCHEDULE

(CATEGORIES 1, 2 & 3)

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## SUMMARY OF VI PRODUCTION AND REPRODUCTION RESPONSIBILITIES

REQUIREMENT	CATEGORY 1 (Class B Activity) Supports base and Major Claimant requirements.	CATEGORY 2 (Class C Activity) Supports Navy requirements.	CATEGORY 3 (Class D Activity) Supports DOD and joint- interest requirements.
Number of copies	As required	As required	As required
In-house production total direct cost*	Not to exceed \$25,000	Not to exceed \$50,000	As approved
Procurement (Acquisition) Off - The - Shelf	Per paragraph 3-10	Per paragraph 3-10	Per paragraph 3-10
Production Media	As required	As required	As required
Public Exhibition	Per SECNAVINST 5720.44A	Per SECNAVINST 5720.44A	Per SECNAVINST 5720.44A
DD Form 1995- 1/2	Required	Required	Required
Subject Search	Required	Required	Required
Distribution Plan	Required if over 15 copies	Required	Required
Validation	Functional Management Office at VIMO level	Functional Management Office at CNO level	Functional Management Office at DOD level
Approval	VIMO	OP-09BG	OP-09BG/AFIS/DAP
Production Numbering	PAN issued by VIMO	PIN issued by OP-09BG	PIN issued by AFIS/ DAP
DAVIS (Input)	Not Required	Required	Required
Production	Class B or C	Class C	Class D
Acquisition	Class B or C up to 15 copies per title or \$5000 per title	Class B or C when over 15 copies per title or \$5000 per title	Class D
Reproduction	Class B or C up to 15 copies	Class C	Class D
Distribution (Initial)	Class B or C up to 15 copies	Class E	Class E

TABLE 3-2

\* NOTE. The following cost definitions should be applied when using this table:

**DIRECT PRODUCTION COSTS:** These costs include all direct expenses that can be identified with a specific production, from its validation through its completion. The cost of duplication or distribution should not be included as direct production costs. (See Table 3-3.)

**CONTRACT ACQUISITION COSTS:** These costs include all contract costs for production services or purchase costs for a commercial, off-the-shelf production. These costs may include additional charges to the VIMO by NAVIMAGCOM to recover costs such as travel, per diem, etc., that NAVIMAGCOM incurs in administering the contract to produce, reproduce or distribute the VI production. (See Table 3-3.)

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### PRODUCTION COSTS In-house Productions

In house productions are the result of products and services supplied directly by the staff of an authorized Navy VI production activity. In-house production cost identification will fall into two general categories: Direct Costs and Indirect Costs. Total production costs will be the summation of these two categories. Direct cost can include any combination of those listed below. This list is not all inclusive.

#### DIRECT COSTS

LABOR COSTS FOR:	MATERIAL COSTS FOR:
<b>Script Costs:</b> research, writing, typing reproduction, artist, still photography	<b>Film and Laboratory:</b> picture developing, picture work print, internegative, answer print, check print, release print, film stock, sound negative or magnetic track, sound developing, sound printing, magnetic tape, fine grains or separation positives for opticals, video/optical or laser disc master, including IVD
<b>Production:</b> producer, director, assistant director, unit manager, studio manager, lighting director, etc.	<b>Optical Work:</b> wipes, double exposure, special effects
<b>Animation:</b> art department, computer animation camera, artist	<b>Tape and Film Stock:</b> production videotape, master videotapes, audiotapes, film processing, film print costs, slide processing and mounting
<b>Sound:</b> recording, recording transfer, dubbing, music and effects, mixing	<b>Tape Duplication and Transfer:</b> tape and disc duplicates, film to tape and disc transfer, time base correction
<b>Hired Talent:</b> narrator, wardrobe, makeup, speaking actors, non-speaking actors	<b>OTHER DIRECT COSTS FOR:</b>
<b>Camera and Sound Crew:</b> camera(s), electrician mixer-recorder, boom, grips, prompter operator	<b>Music:</b> stock music, original music orchestration
<b>Technical:</b> camera operator, audio operator, technical director, video recorder operator, video engineer	<b>Equipment Rental:</b> camera, sound, electrical, studio and location, videotape recorders, mobile unit
<b>Sets:</b> design, construction, dressing, props	<b>Purchases and Services:</b> stock shots, assembly
<b>Cutting and Editing:</b> editor(s), projection, cutting room	<b>Consultant and Service Fees</b> (as pertains to the individual production)
<b>Management and Supervision</b> (only those expenses above the routine effort peculiar to an individual production). Add 5% of the cost of the production to cover these administrative costs.	<b>Travel and Per Diem</b>

TABLE 3-3

**NOTE:** Not more than 49% of the direct costs of any production may be the result of commercial source(s) providing VI products or services to an authorized Navy VI production activity through contract or purchase order.

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## PRODUCTION COSTS In-house Productions

Indirect costs can include any combination of the categories listed below. This list is not all inclusive, but should suffice for all but the exceptional items of cost.

### INDIRECT COSTS

Rental space	Vehicle rental
Duplication equipment lease	Processing chemicals
Clerical	Safety equipment
Telephone and telegraph	Trucking and shipping
Miscellaneous supplies (paper, pencils, etc.)	Reels, cans and boxes
Insurance, licenses/permits, indemnity bonds	Shipping cases, postage, shipping fees
Utilities (electrical, gas, water)	Videotape, videocassette, laser, disc (including IVD) containers

TABLE 3-3 Continued

#### NOTES:

1. Production costs (direct and indirect) will be identified for each production and will be controlled and maintained on an individual, auditable record from production approval through completion. These costs will be reported on the DD 1995-2 and the DD 2054/1 and DD 2054/2. Production costs charged to the customer depend on funding arrangements established by, or for, each production activity. Reproduction and distribution costs shall be maintained separately from production costs.

2. Category Cost Thresholds:

a. Category 1 Productions. The direct production costs shall not exceed \$25,000 (See Table 3-2). When the production cost estimate for a Category 1 production exceeds the authorized limit, the production shall either be downgraded so that its costs are below the authorized ceiling or upgraded to Category 2. Correspondingly, a higher level of approval must be obtained before production.

b. Category 2 Productions. The direct production costs shall not exceed \$50,000 (see Table 3-2) without documented OP-09BG approval. When the direct production costs are estimated to exceed \$50,000, a joint-interest review shall be required before production approval except when the validating and approving officials certify that the subject matter and applicability are limited to a specific organization or functional area.

c. Category 3 Productions. The total production cost shall not exceed the budgeted amount.

3. Procurement of VI Productions by Contract. The NAVIMAGCOM is the sole Contracting Activity within the DON authorized to procure VI productions or VI scripts and productions separately under the Federal Uniform AV Production Contracting System. While the costs for contract productions assigned to the NAVIMAGCOM for contract acquisition by OP-09BG may include many of the same elements identified for in-house productions, cost accumulation will be a summation of a. and b. below for each production:

a. The actual contract (or purchase order in the case of scripts procured separately from a production) award price, plus any subsequent modification(s) thereto.

b. In-house expenses associated with bid evaluation, negotiating, awarding and managing an individual contract. This will include the net identifiable additional costs of the VI services, for example, travel and per diem for project officers, technical advisors, etc.



**CHAPTER 4**  
**CONTROL AND USE OF COPIES OF VI**  
**PRODUCTIONS**

**4-1 General**

a. Each VIMO manages Category 1 production copies for the local originator of the production. Category 2 and 3 VI production copies are managed by the VI Inventory Control Point (ICP) that supports the Navy:

**Joint Visual Information Activity**  
**(ASNV-OJVT-ID)**

**Tobyhanna Army Depot, PA 18466-5102**

b. All copies of VI productions must be identified with the following information: a Production Identification Number (PIN); Production Authorization Number (PAN); main title; series title (when part of a series); legal clearance and restrictions; length and number of unit; security classification of both the title and the production itself, including authority, downgrading and declassification instructions; and, serial identification assigned to each copy for inventory control purposes.

**4-2 The Navy ICP:**

a. Accounts for all copies stocked and distributed;

b. Makes initial distribution of copies to the two General Navy VI libraries and to end users according to distribution plans approved by OP-09BG;

c. Makes supplemental distribution of copies of Navy-produced VI productions to VISCs, and makes supplemental distribution to individual users, when specifically tasked;

d. Collects exhibition, attendance and other appropriate use data on VI productions for reports to VIMOs and OP-09BG;

e. Maintains inventory levels of copies at the two Navy General VI libraries;

f. Refers all requests for sale or rental of cleared Navy VI productions to the National

Audiovisual Center or the Navy Office of Technology Transfer and Security Assistance (NAVOTTSA) as appropriate.

**4-3 Department of the Navy VI Library System.**  
There are three types of Navy VI collections:

a. Two General VI libraries, located at the Naval Education and Training Support Centers, Atlantic and Pacific (Norfolk, VA and San Diego, CA). These libraries provide across the counter loans to: local-area fleet and shore activities; mail-order loans to Navy activities world-wide, DoD Component activities; Federal agencies; the public (when productions have been cleared for public release); and foreign interests (as authorized by NAVOTTSA in coordination with OP-09BG.)

(1) Requesters located east of the Mississippi River and in the North and South Atlantic Areas, Europe, the Middle East, Africa, Central and South America shall forward mail-order requests to:

**Commanding Officer**  
**Naval Education and Training Support**  
**Center, Atlantic (Code N5)**  
**Building W-313, Naval Station**  
**Norfolk, VA 23511-6197**

(2) Requesters located west of the Mississippi River and in the Pacific, the Far East, South Asia and Indian Ocean areas shall forward mail-order requests to:

**Commanding Officer**  
**Naval Education and Training Support**  
**Center, Pacific (Code N52)**  
**San Diego, CA 92132-5105**

**NOTE:** Loan requests will not be accepted via telephone.

b. Base VISC libraries which provide across the counter loans to base tenant activities, such as those maintained by a Fleet Aviation Specialized Operational Training Group (FASOTRAGRU) or a Naval Hospital Biomedical Communication Center.

c. User activity VI holdings are collections of copies of VI productions held by Navy activities for repetitive, internal use.

d. All authorized VISC libraries should be staffed, equipped, and funded to provide the following minimum support services:

(1) Make across the counter loans of VI production copies;

(2) Provide VI production information from the DAVIS;

(3) Loan and maintain VI presentation equipment;

(4) Account for, inspect, clean, repair, and store copies of VI productions under proper environmental standards;

(5) Collect exhibition, attendance, and other use data on loaned VI productions and report to ICP when requested; and

(6) Maintain required VI library administrative records.

e. VI libraries must maintain the following administrative records:

(1) Loan account numbers for each ship, submarine, office, command or organization supported;

(2) Master VI Production Inventory Transaction File. This file contains a record for each VI production for which the VISC library is accountable. This record indicates the PIN and title, the current inventory status of each copy, receipt and issue data, the security classification and public clearance data. Additional data is required for productions that are needed to support a formal course. Include curriculum data, name of command that conducts the course and the convening dates of the courses;

(3) VI Production Copy Booking File. This file contains a record for each VI production copy and provides space for each day a production copy can be loaned to a user. This record indicates pickup or shipping dates, lead time, and the user account number;

(4) Loan Follow up File. This file contains a copy of the loan order and is filed in return sequence. Commands that fail to return loan copies should be notified on the date specified of their delinquency;

(5) Booking Request Log. This log contains the loan order number, request reference, and the date copies were picked up or shipped;

(6) Copy Replacement and Stocking Requirements File. This file contains copies of supplemental stocking orders forwarded to the ICP. This file should be divided into two sections. One section is for orders for copies of VI productions for which an actual or continuing requirement exists. The other section is for orders of copies for anticipated requirements; and

(7) Exhibition and Attendance Data Record. This record contains the number of times shown, the number of persons viewing and the type of audience. At the end of each fiscal year the ICP will provide each VISC library with blank inventory and utilizations reports, which are to be completed and returned.

f. User Activity VI Holdings. Activities must justify each request for initial or additional distribution, if the production is to be used and retained by other than authorized Navy General or VISC libraries. This justification for user activity VI holdings must be provided to OP-09BG and include:

(1) User activity name;

(2) Number of copies and formats;

(3) Number of times each copy will be used during the first year and first five years; and

(4) An explanation of why the Navy Library System cannot meet the needs of the requester.

g. Each base VISC library must report annually a summary of its VI holdings, loan transactions, costs, etc, on DD 2054/2, Audiovisual (AV) Annual Report (RCS: DD-PA(A)1438(5290)). (See Chapter 5).

#### 4-4 Distribution of Copies of VI Productions.

a. No more than fifteen (total) duplicate copies of Category 1 productions may be reproduced or distributed locally by a Class B activity. (Classes of VI activities are defined in Table 1-1) If more than fifteen copies are needed, the requirement must be handled as a Category 2 production. Exceptions to the 15 copy limitation are authorized for student training activities and the Commander, Naval Reserve Force.

b. The ICP provides the initial and supplemental distribution of copies of approved Category 2 and 3 VI productions to authorized VI libraries and to user activities after approval by OP-09BG.

(1) The initial distribution requirements for each Category 2 or 3 production must be attached to the DD 1995-1, validated by the VIMO and approved by OP-09BG.

(a) Category 2 productions must be reproduced through Class C or D activities. Distribution of these products is made through Class J activities, e.g., the ICP.

(b) Generally, Category 3 productions are reproduced and distributed through Class D and J activities respectively. Initial reproduction and distribution of contract Category 3 productions that are part of mixed media packages intended for formal education and training or recruiting programs may be excluded if the reproduction and distribution are part of the original contract. Subsequent reproduction and distribution shall be handled by Class D and E activities.

(2) Supplemental distribution requirements are established as follows:

(a) Base VISC libraries may order additional copies from a General VI library.

(b) Additional copies for direct shipment to user activities, when validated and funded by major claimants, may be added to distribution plans only after approval by OP-09BG.

(c) The ICP may distribute additional copies only if such requests are validated by VIMO and approved by OP-09BG.

**4-5 Formats for Distribution Copies.** All formats may not be available for all titles in the VI library system. Only 1/2" BETA I & II, 1/2" VHS, 8mm and other visual based formats may be available in most cases in the near future.

**4-6 Loan of Copies of VI Productions.** The two General VI libraries may loan copies of VI productions as follows:

a. Short term loans are for up to two weeks, to Navy, other DoD and Federal Government activities, and to the United States public (in this order of priority) without time extensions

b. Long term loans (more than 2 weeks) shall be made only to Navy commands when copies of a VI productions are required for educational, training or information programs and will be used eight or more times during each consecutive annual loan period. When an urgent loan requirement exists elsewhere, copies on long term loan may be recalled temporarily. All copies of long-term loan must be returned to the loaning library at 12 month intervals to be inspected, cleaned, and repaired or replaced as necessary.

c. Deployment loans shall last only for the duration of each deployment. Copies must be returned to the loaning library promptly at the end of each deployment for inspection, cleaning and repair.

**4-7 Standardized VI Loan Request.** Each loan request should contain the following information for each title:

a. PIN, followed by any other known identification numbers;

b. Production Title;

c. Alternate Title(s) and PIN(s) (if applicable and if the production requested is not available);

d. Specify loan format desired and alternative formats that are acceptable;

e. Desired exhibition date(s);

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f. Alternate exhibition date(s); and

g. Full mailing address of requester, Unit Identification Code (**UIC Required**), primary point of contact including name, signature and Code, and AUTOVON and Commercial telephone numbers.

**4-8 Loaning Copies of Unclassified VI Productions**

a. Navy commands, other DoD Components, and other Federal agencies are authorized to borrow copies of unclassified Navy VI productions with certain restrictions.

b. Copies of Navy VI productions designated "cleared" also may be loaned to the United States public and state and local governments. Copies of "cleared" VI productions are available for sale or rental to the public through the National Audiovisual Center.

c. Copies of "not cleared" unclassified productions may be loaned to DoD contractors in support of an active contractual requirement.

d. Priority shall be given to naval commands when insufficient copies are available to satisfy all requests or when a non-naval loan request conflicts with naval requirements.

**4-9 Loaning Copies of Classified VI Productions**

a. Copies of classified Navy VI productions are restricted to naval and other DoD activities whose missions and functions require access to the classified information. The handling and control of copies of classified productions must follow OPNAVINST 5510.1H, The Department of the Navy Information and Personnel Security Regulation.

b. Copies of classified productions may be loaned to DoD contractors only after their facility clearance and need to know have been validated.

c. Submit requests for loan of classified productions in writing. Include a DD 577, Signature Card, if the requester does not have a current card on file. The DD 577 must be signed by both the requester and the authorizing authority, and

must include the requesters level of clearance, other special authorizations and a "need to know" statement.

**4-10 Exhibition and Attendance Data.** All Navy commands report the data concerning audience and user reaction, effectiveness, information value and technical content of each used production. Report the number of times each production is shown, the number of people viewing, type of audience (e.g., active duty Navy, Reserve forces, other DoD, other Federal Agency, public, etc.) and the physical condition of each copy. Include this information with each copy returned from a short term or deployment loan. Each command holding long term loan copies forward this information for each copy by the seventh calendar day of each month to the loaning VISC library.

**4-11 Internal Exhibition and Distribution Restrictions.** The VIMO that validates the requirement or that endorses the accuracy of the subject matter may assign internal naval exhibition restrictions to a VI production. These restrictions may limit the types of activities or specify audiences to whom the production may be exhibited. Internal distribution restrictions should not be confused with legal restrictions for a particular production.

**4-12 Copyright Responsibility**

a. Copyrighted and proprietary VI productions which have been acquired and adopted for Navy use may be exhibited only in the original format(s) and may not be duplicated. Any use of VI productions must comply with United States Copyright Law (Title 17, U.S. Code) and conditions peculiar to each procurement. Unauthorized use or duplication constitutes copyright infringement. The U.S. Government has no general exemption from copyright infringement liability. Users who violate copyright restrictions may be liable for monetary damages.

b. Copyrighted and proprietary VI productions may not be loaned or exhibited outside of the Navy or duplicated at any time, unless rights for exhibition, use or duplication were specific-

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ly granted to the Navy by the copyright owner when the productions were acquired or adopted.

**4-13 Restrictions Against Alteration and Duplication.** Altering, cutting or duplicating VI productions is prohibited without endorsement by the VIMO and approval by OP-09BG. Report and turn in altered copies to the ICP. Altered or cut copies may not be duplicated for distribution.

**4-14 Distribution to Foreign Interests**

a. Copies of Navy VI productions may not be loaned to foreign governments, international organizations, or other foreign interests. Forward all inquiries to the Navy Office of Technology Transfer and Security Assistance who will provide release authority to the NAVY ICP.

b. Copies of Navy VI productions in the custody of security assistance commands may be exhibited to foreign governments according to authorized disclosure policy, but may not be loaned to foreign governments.

**4-15 Disposal of VI Production Copies**

a. Excess copies of VI productions must be reported by Navy activities to the ICP for disposition instructions.

b. Worn, damaged, unusable or obsolete copies of VI productions shall be disposed of according DoD 4160.21-M of September 1982 (NOTAL), Defense Disposal Manual and changes made to the inventory records.

**4-16 Exhibiting Historical VI Productions**

a. "Historical" status is assigned to productions that may no longer reflect current policies, procedures, technology, etc., but accurately depict past events that have been determined to have historical significance. Copies may be retained at the two General VI libraries for loan because of their historical significance.

b. Before each exhibition or use of "historical" VI productions, audiences should be informed that the productions do not reflect current policy by placing a disclaimer at the beginning of each copy.

**4-17 Requests for Noncurrent VI Production Information.** Records of VI productions not listed in current catalogs are contained in the DAVIS data bases. Organizations not having access to DAVIS, or commands that need assistance in selecting appropriate VI productions for training, information, and other programs should request information from their VIMO or in writing from the two General VI libraries. Requests must contain, at a minimum, the following information:

- a. Subject area or topic;
- b. Learning/Informational objective(s);
- c. Audience;
- d. VI copy format desired;
- e. Desired exhibition dates(s); and
- f. Requesters identity, command, UIC

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**CHAPTER 5****MANAGEMENT INFORMATION SYSTEM****Section A - The Defense Automated Visual  
Information System (DAVIS)****5-1 General**

a. The ASD(PA) maintains the DAVIS as the primary source of information for management and policy decisions, for VI mobilization, wartime contingency planning, for budget, manpower, equipment, production and organization. The DAVIS is the only authorized DoD VI management information system. No other VI management information system may duplicate DAVIS capabilities without the expressed, written approval of OP-09BG, ASD(PA) and ASD(Comptroller).

b. The DAVIS includes:

(1) A VI production data base that provides information about production, acquisition, inventory, distribution, product status, and archival control of current and obsolete VI productions. Under the direction of the appropriate VIMO, designated Navy activities are responsible for insuring that complete Visual Information (VI) Production Reports (DD 1995-2) RCS: DD-PA(AR)1381 (5290) are entered into the DAVIS. The DD 1995-2 is completed and forwarded by the responsible OPR each time there is a status change in a Navy VI production.

(2) A VI resource data base that provides information about DoD VI activities as reported on the Visual Information (VI) Annual Activity Report (DD 2054/1) and the Audiovisual (AV) Production and Library Report (DD 2054/2) RCS:DD-PA(A)1438(5290).

**5-2 Access to DAVIS**

a. Each VIMO will require access to DAVIS to conduct subject searches, enter, retrieve and correct data, and for other VI management pur-

poses. Other Navy commands may be authorized access after approval by the appropriate VIMO and coordination with OP-09BG. The ASD(PA) funds for DAVIS. Navy commands must fund all other system communication access costs.

b. A DAVIS access identification number and password are required to gain access.

c. Submit requests for DAVIS access via the VIMO to OP-09BG. Each request must include:

(1) Level of access required

(a) Retrieve data: This is the level of access required by most Navy VI activities; or

(b) Retrieve, alter, create, or delete data: This level of access is specifically authorized for OP-09BG as the Navy file manager and certain other Navy activities as authorized by OP-09BG;

(2) Complete SNDL address of the requesting activity, and the short title acronym;

(3) Type of terminal equipment, physical location, and BAUD rate(s);

(4) Name of person responsible for terminal operations, including office symbol and telephone number (AUTOVON and commercial);

(5) Estimated hours of use per week;

(6) Proposed means of communicating with the DAVIS DEC VAX (11/780) computer at Wright-Patterson AFB, OH. VIMO's should communicate with Wright-Patterson AFB at the address listed in paragraph 5-3, concerning the compatibility of systems. Methods of communication between remote terminals and the DAVIS computer include:

(a) AUTOVON;

(b) Commercial long distance;

(c) Wide Area Telecommunications Service (WATS);

(d) Value-added communications carriers (e.g., TYMNET.) TYMNET access numbers shall be provided by OP-09BG after access has been approved.

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(e) Defense Data Network (DDN). The DDN access numbers shall be provided by INFOCEN, after access has been approved. Use of DDN as the lowest cost method is preferred wherever available.

(7) Justification for access to the DAVIS;

(8) Requirements for user training;

d. System ID number and User's Name/Password:

(1) System ID is permanently assigned to a command.

(2) User's Name/Password is issued to the activity for the individual operator and is changed when there is a change in operator personnel.

e. Most current computer terminal equipment or word processors with ASCII communication capability, tied to a modem, can be used with the DAVIS DEC VAX (11/780) computer. Terminal equipment with 1200 BAUD or greater capability is standard for use with the DAVIS.

f. All DAVIS users must have a copy of the DAVIS Users Guide (DoD 5040.2-G) and comply with its provisions. Copies can be obtained from OP-09BG.

### 5-3 Training Support for DAVIS Users

a. The INFOCEN, Wright-Patterson AFB, provides DAVIS BASIS training for authorized Navy users at no cost (except for travel and per diem). **Upon assignment of the individual ID number**, requests for DAVIS training should be submitted directly to:

**INFOCEN  
Wright-Patterson AFB, OH 45433  
(AUTOVON-785-6175)  
Commercial (513) 255-6175**

b. All authorized DAVIS User accounts are reviewed every six months to insure that:

(1) primary users have been scheduled for or have attended DAVIS BASIS training. If primary users do not attend training within six

months of receiving their password, that password will be canceled unless strong justification is made to OP-09BG; and

(2) the DAVIS access is actively being used.

## Section B - Reports

### 5-4 Annual Visual Information (VI) Reports

a. The Visual Information (VI) Annual Activity Report, DD 2054/1, shall be prepared by the VI manager and submitted annually to OP-09BG, via the VIMO, by all Navy activities assigned a DVIAN. The signed report shall be forwarded via the chain of command in time to reach the respective VIMO by 15 November.

b. The Audiovisual (AV) Production and Library Report, DD 2054/2, is also prepared by the VI manager and submitted annually to OP-09BG, via the VIMO, by Navy activities that are assigned a DVIAN that includes VI production or base VISC library functions. The signed report shall be forwarded via the chain of command in time to reach the VIMO by 25 October.

c. OP-09BG forwards subject report forms and amplifying instructions to major commands for further distribution to subordinate VI activities. Symbol DD-PA(A)1438(5290) applies.

d. The Commander in Chief, U.S. Atlantic Fleet and the Commander in Chief, U.S. Pacific Fleet may authorize electronic transmission of report data to respective VIMO.

e. Command comptrollers shall provide guidance and assistance to VI managers on the completion of financial information.

f. Each VIMO shall:

(1) Complete DD 2054/1 and 2054/2 to report VI resources and expenditures incurred by the immediate command or headquarters. Include all resources and expenditures for VI productions, products or services that directly support the headquarters or products intended for distribution to subordinate activities. Off-the-shelf purchases that are not reported on a specific

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activity's DD 2054/2 must be summarized and reported on a DD 2054/2 for the entire claimancy;

(2) Ensure reports are prepared and submitted as required for each imaging activity;

(3) Validate all entries on each report for accuracy. Make corrections before submitting reports; and

(4) Submit all completed forms and negative reports as a single package to CNO (OP-09BG), Washington, DC 20374-1681.

(a) Submit the DD 2054/1 package to OP-09BG no later than 15 December.

(b) Submit the DD 2054/2 package to OP-09BG no later than 15 November.

(c) No extensions will be granted.

g. Submit corrections or additions to data previously reported, via the chain-of-command, to OP-09BG in the following format:

Report Fiscal Year	Activity UIC	
84	00161	
Authorization No.(DVIAN)	Segment Block No.	New Data
N0106	21(a)1	\$5,000

h. Exclusions from these reporting requirements are specified in the basic instruction.

**5-5 Visual Information (VI) Production Report.** The Visual Information (VI) Production Request, Evaluation and Approval Report, DD 1995-1 and 1995-2, is used in the life-cycle management for all VI productions. The form and its uses are discussed in detail in Chapter 3.





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## Chapter 6

### Visual Information Equipment and Material Management

**6-1 General.** All Navy VI equipment is centrally managed and is funded by the Other Procurement (OP) Appropriation. NAVCOMPT guidelines prohibit procurement of centrally managed items with Operations and Maintenance (O&M) Funds. Central procurement provides greater VI equipment standardization and reduces acquisition and support costs.

COMNAVAIRSYSCOM provides central management for Navy VI equipment including item standardization, managing, cataloging, requirement determination, procurement direction and approval, distribution, logistics supports, and scheduling for repair or disposal determination.

COMNAVAIRSYSCOM directives govern procedures for the management of VI equipment. VI Equipment and Material Allowance Lists are required for all Navy activities and are approved by OP-09BG after technical review by COMNAVAIRSYSCOM.



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## APPENDIX A DEFINITIONS

**1. Adopted AV Production.** An AV production produced or commercially acquired by one Component or Federal agency that a DoD Component obtains for its internal use.

**2. Armament Delivery Recording.** Motion picture, still photography, and video recordings showing the delivery and impact of ordnance. This differs from reconnaissance imagery in that it records the act of delivery and impact and normally is done by the weapon system delivering the ordnance. Used primarily for evaluating strike effectiveness and for combat crew training. It is also one of the principal sources of over-the-target documentation in force employments.

**3. Audio.** Relating to recording, production, and reproduction of sound, especially the sound portion of a VI production (e.g., a motion picture, videotape, or slide and tape).

**4. Audiovisual (AV) Production.** An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for the purpose of conveying information to, or communicating with, an audience. Includes IVD. (See "VI Production" for the definition of all other forms of production.)

**5. Cable Television System (CATV).** Distributes one or more television programs by modulated radio frequency or other signals through a cable distribution system to standard television or radio receivers of subscribers who pay for such service. CATV facilities are commercially owned and operated.

**6. Closed Circuit Television (CCTV).** Point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission.

**7. Combat Camera (COMCAM).** VI documentation covering air, sea and ground actions of armed forces in combat and combat support operations, and in related peacetime training activities such as exercises, war games and operations (See "Video Documentation").

**8. Commercial Activity (CA).** An activity operated and managed by a DoD Component that provides to the Government products or services which are available from private commercial sources.

**9. Commercial VI Production.** A completed VI production, purchased off-the-shelf, i.e., from the stocks of a vendor.

**10. Computer Generated Graphics.** The production of graphics through an electronic medium based on a computer or computer techniques.

**11. Contract VI Production.** A VI production produced by a commercial producer under contract to the DoD.

**12. Customer Representative (CR).** The CR represents the requesting Component or Agency at the production activity; ensures that the script and production conform to Component or Agency policy and objectives; has approval authority over script and production at established milestones; works with the Component or Agency's Technical Advisor and the production activity's Project Officer to determine or arrange for production logistics support (personnel, facilities and equipment). (See "Technical Advisor".)

**13. Dedicated VI Activity.** A VI activity whose products and services are provided only to a specified organization or function. Includes activities within deployable elements of the operating forces.

**14. Defense Automated Visual Information System (DAVIS).** A standard DoD-wide ADP system for VI management purposes at DoD Component and major command levels. It includes a production data base covering production, acquisition, inventory, distribution,

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product status, and archival control of AV productions and VI materials; and a VI facilities data base that includes activities, facilities, personnel, and funds.

**15. Direct Cost.** Any item of cost (or the aggregate thereof) which may be identified specifically with any objective, such as a product, service, program, function, or project; usually, but not necessarily, limited to items of material and labor. The distinction between direct and indirect costs is often arbitrary or is based on convenience and cost accounting simplicity without sacrifice of reasonable accuracy in overall costs of specific objectives.

**16. DoD Component.** An organization that is part of the office of the Secretary of Defense (and its field activities), one of the Military Departments, part of the Organization of the Joint Chiefs of Staff, one of the Defense Agencies, or one of the Unified and Specified Commands.

**17. Electronic News Gathering (ENG).** A form of electronic journalism. The application of a portable video system to record newsworthy events.

**18. End-Item (Equipment).** A final combination of products, component parts, or material that is ready for its intended use (e.g., a photographic enlarger with lenses and negative carriers).

**19. Executive Agent.** A DoD Component to which responsibilities and authority have been assigned to carry out certain duties centrally that would otherwise be exercised by the DoD Components individually.

**20. Film or Video Clip.** A limited form of VI product. An assemblage of motion picture footage or videotape (usually documentary) in continuity, usually without editorial or optical effects, and normally without audio except that recorded during the documentation using single system sound or video recording. Simple titles may be used for identification purposes.

**21. Graphic Arts.** Relates to the design, creation and preparation of two- and three-dimensional visual aid products. Includes charts, graphs, posters, and visual materials for brochures, covers, television, motion pictures, printed publications displays, presentations and exhibits prepared manually, by machine or by computer.

**22. Identifiable Additional Costs.** Costs incurred to support the customer that are above the suppliers normal operating costs.

**23. Indirect Costs.** An item of cost (or the aggregate thereof) that is incurred for joint objectives and may not be identified specifically with a single final objective, such as a product, service, program, or project.

**24. Intelligence Report.** A VI report. An assembly of VI documentation prepared to fulfill a duly assigned responsibility for intelligence collection, analysis or dissemination.

**25. Interactive Videodisc System (IVD).** A visual medium for instructional delivery that employs the integration of videodisc or compact disc with computer technologies to provide a high degree of interaction between the student and the instructional program. IVD uses a computer driven videodisc or compact disc player to randomly access selected sequences of frames to present visually based interactive courseware.

**26. Interagency Support.** Support provided by a Military Department or Federal agency for another Military Department or Federal agency.

**27. VI Inventory Control Point (VI ICP).** An organizational unit or activity which is assigned the primary responsibility for the material management of VI material, products, productions, and records. Material inventory management includes cataloging direction; requirements computation; procurement direction; distribution management; disposal direction; and, generally, rebuild direction.

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**28. Joint-Interest Production.** A VI production in which each of two or more DoD Components share some degree of interest, contribute support and intend to use.

**29. Joint Visual Information Services (JVIS).** VI services operated and maintained by a DoD Component to support more than one DoD organization.

**30. Mixed Media.** A combination of one or more VI media and one or more non-VI media, such as a film strip and accompanying printed material.

**31. Motion Media.** A series of images, viewed in rapid succession giving the illusion of motion, obtained with a motion picture or video camera.

**32. Multimedia.** A combination of more than one VI medium used in a single production.

**33. Naval Imaging.** The collection, processing, storage, retrieval and exploitation of representations through photographic, electronic or electro-optical means in support of Navy missions and tasks. The term includes the DoD term, "Visual Information".

**34. Original.** The initial photographic image, photographic or magnetic sound recording, or video recording as compared with subsequent stages of duplication. Frequently referred to as record (VI) material.

**35. Operational Documentation (OPDOC).** VI documentation of activities to convey information about people, places and things. It is general purpose documentation normally done in peacetime. (See "VI Documentation").

**36. Optical Instrumentation.** Use of optical systems, coupled with photographic or television recording devices that may include audio, to record scientific and engineering phenomena for measurement and analysis. It may include the recording of data to correlate optical images to time or space positions, or other engineering data.

**37. Performers.** Persons who play dramatic roles, narrate (on or off screen), pose or otherwise perform in VI productions.

**38. Permanent VI Record Material.** Those VI products which document the organization, functions, policies, procedures, personalities, essential transactions, and significant mission and support activities of the DoD, a DoD Component, or a subordinate element thereof. Includes those VI products containing information that is unique in substance, arrangement or manner of presentation; depicting phenomena; utilizing or depicting new technology; representing an advance in the state-of-the-art; and/or having current or potential value from an historical perspective.

**39. Photojournalism (PJ).** Conveying a story through still photography of a significant DoD event, normally to support the news media or internal DoD publications.

**40. Preprint Material.** For motion picture, all original picture and sound material, organized in finished, synchronized form as matrices for the reproduction of projection prints directly from "A" and "B" rolls or from an internegative. (The equivalent in video is the edited master.)

**41. Production Costs.** All direct and indirect costs incurred from the time of activation through approval of the first acceptance copy of the production. This does not include the cost of copies for distribution.

**42. Production Files.** The textual records which pertain to each VI production.

**43. Proprietary VI Production.** A completed VI production, including IVD, acquired from a proprietary source, either profit or non-profit. Includes commercial VI productions.

**44. Ready Access File.** A collection of VI products, in one or more formats, for which there is a frequent requirement, which are maintained at a customer service point for issue to authorized customers at the time of request to reduce delays in service. Once in a ready access file, items may be kept in this status as long as demand justifies.

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**45. Reproduction.** The making of copies from an earlier generation of VI materials. It includes all copies beyond the original or master copy.

**46. Semi-current Records.** Records, not qualifying as current records, required so infrequently in the conduct of current business that they should be moved to, and maintained by, a records center.

**47. Still Photography.** The medium used to record still imagery; includes negative and positive images.

**48. Technical Advisor (TA).** A component or agency representative having detailed knowledge of the subject matter of a VI production requested by a Component or Agency. He is assigned to assist the production activity by ensuring technical accuracy of a production script and the production itself. Additionally, the TA, with the Command Representative and the production activity's project officer, is responsible to arrange for production logistic support (personnel, facilities and equipment).

**49. Technical Documentation (TECDOC).** VI documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science; logistics; research; development, test and evaluation; intelligence; investigations; and armament delivery.

**50. Technical Guidance.** Specialized or professional guidance and direction exercised by an authority of the naval establishment in technical matters.

**51. Technical Report.** A VI report. An assemblage of TECDOC (still or motion media) to report on a single mission or project-related event.

**52. Video.** Electronic recording and playback of imagery.

**53. Video-conferencing.** Two-way electronic voice and video communication

between two or more locations; may be interactive voice and video, or two-way voice and one-way video; includes full-motion video, compressed video, and freeze (still) frame video.

**54. Visual Information (VI).** Use of one or more of the various visual media with or without sound. VI includes still and motion picture photography, video recording with or without sound, graphic arts, visual aids, models, displays, visual presentation services, and the support processes.

**55. VI Activity.** An organizational element or a function within an organization in which one or more individuals are classified as VI or whose principal responsibility is to provide VI services. VI activities include those that do the following:

- a. expose and process original photography;
- b. record, distribute, and broadcast electronically (video and audio);
- c. reproduce or acquire VI products;
- d. provide VI services;
- e. distribute or preserve VI products;
- f. prepare graphic artwork;
- g. fabricate VI aids, models, and displays;
- h. provide presentation services or manage any of these activities.

**56. VI Distribution.** The cataloging and distribution process of the central distribution activities and the loan operations of base VISC libraries.

**57. VI Documentation (VIDOC).** Motion media, still photography, and audio recording of technical and non-technical events, while occurring, and usually not controlled by the recording crew. VIDOC encompasses COMCAM, OPDOC, and TECDOC.

**58. VI Equipment**

- a. **Production Equipment:** Items used for the recording, producing, reproducing, processing, broadcasting, editing, distribution, exhibiting, and storing of VI. Includes professional still,

motion picture and video cameras; editing equipment; telecine equipment, audiotape and cassette duplicators; computer generated graphics systems; IVD systems; film and paper processing equipment; photographic printers. Most VI equipment is in Federal Supply Class (FSC) 6700, 5820, 5835, and 5836.

b. **Non-Production Equipment:** Items used to maintain, repair, store, retrieve, exhibit or otherwise provide for the use of VI products. Includes videotape/disc players and television monitors; slide, film strip, motion picture, viewgraph, opaque and video projectors.

c. When items that could otherwise be identified as VI equipment are an integral part of a non-VI system or device (existing or under development), they shall be managed as a part of that non-VI system or device.

**59. VI Facility.** A building or a space within a building or ship, owned or operated by the Federal Government, that houses an approved VI activity. Transportable or portable VI equipment (such as a video recording van or portable VI equipment used in a temporary housing) also shall be classified as a VI facility.

**60. VI Functions.** The individual VI processes such as production, documentation, reproduction, distribution, records preservation, presentation services, VI aids, fabrication of models and displays, and related technical services.

**61. VI Library.** A VI facility which loans and maintains VI media and equipment.

**62. VI Management Office.** A staff office at the CNO, major claimant (MCVIMO), major command or other management level, which prescribes and requires compliance with policies and procedures and reviews operations.

**63. VI Materials.** A general term which refers collectively to all of the various VI still and motion films, tapes, discs, or graphic arts. Includes the original, intermediate and master copies, and any other recorded imagery.

**64. VI Personnel.** Personnel possessing professional qualifications recognized by the private sector, or the DoD, and performing or supporting VI functions.

**65. VI Production.** The process of combining or arranging any separate audio or visual product(s) in continuity in a self-contained, complete presentation that is developed according to a plan or script for conveying information to, or communicating with, an audience. A VI product is also the end item of the production process. The special kind of VI production that combines motion media with sound is further defined as "AV production." Used collectively, VI production refers to the functions of procurement, production, or adoption from all sources; i.e., in-house or contract production, off-the-shelf purchase, or adoption from another Federal agency.

**66. VI Products.** VI media elements such as motion picture and still photography (photographs, transparencies, slides and film strips), video and audio recordings (tape or disc), graphic arts (including computer generated products), models, and exhibits. The "VI production" is a unique form of VI product and usually is addressed separately.

**67. VI Records.** VI materials, regardless of format, and related textual records.

**68. VI Records Center.** A facility, sometimes specially designed and constructed, for the low-cost and efficient storage and referencing of semi-current records pending their ultimate disposition.

**69. VI Report.** VI documentation assembled to report on a particular subject or event.

**70. VI Resources.** The personnel, facilities, equipment, products, budgets, and supplies that comprise DoD VI support.

**71. VI Services.** Those actions that:

a. Result in obtaining a VI product.

b. Support the preparation of a completed VI production such as photographing, processing,



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duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts.

c. Support existing VI products such as distribution and records center operations.

d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, video-teleconferencing, or other presentation systems.

**72. VI Support Center (VISC).** The VI activity that provides general support to all installation, base, facility or site organizations or activities. It may include: motion picture, still photo, television and audio recording for nonproduction documentary purposes, their laboratory support, graphic arts, VI library and presentation services.

**73. VI System.** Equipment or a group of equipment (including IVD and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.

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## **APPENDIX B**

### **REPORTS / FORMS**

**1. Reports.** The following reports are approved for 3 years only from the date of this directive:

a. Visual Information (VI) Annual Activity Report (DD 2054/1), Chapter 2, is assigned Report Control Symbol DD-PA(A)1438(5290).

b. Audiovisual (AV) Production and Library Report (DD 2054/2), Chapter 3, is assigned Report Control Symbol DD-PA(A)1438(5290).

c. Visual Information Production Request, Evaluation and Approval (DD 1995-1 and DD 1995-2), Chapter 3, is assigned Report Control Symbol DD-PA(D)1381(5290).

#### **2. Forms**

a. The following forms are available through local supply channels per NAVSUP P-2002:

(1) Request for Audiovisual Services, OPNAV 5290/1 (2-83), S/N 0107-LF-031-5081.

(2) DD 2537, MAR 89, Visual Information Caption Sheet, S/N 0102-LF-006-9400.

(3) DD 1995-1, AUG 87, Visual Information Production Request, Evaluation and Approval, S/N 0102-LF-019-9511.

(4) DD 1995-2, AUG 87, Visual Information (VI) Production Report, S/N 0102-LF-019-9506.

(5) DD 1149, MAR 89, Requisition and Invoice/Shipping Document, S/N 0102-LF-007-2300.

(6) DD 577, MAY 88, Signature Card, S/N 0102-LF-006-1001.

b. The following forms are available from CNO (OP-09BG):

(1) Navy Visual Information Activity Authorization/Request, OPNAV 5290/3, JUN 89;

(2) Visual Information (VI) Annual Activity Report, DD 2054/1, is distributed annually by OP-09BG to designated Navy VI activities.

(3) Audiovisual (AV) Production and Library Report, DD 2054/2, is distributed annually by OP-09BG to designated Navy VI activities.

